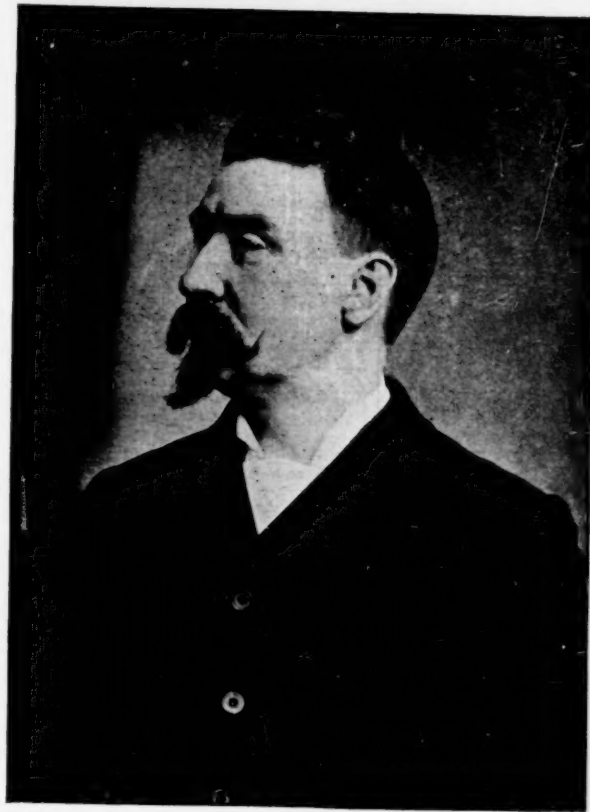


# BILLBOARD

## ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



H. J. ANDERSON.

JULY, 1896.



# BILLBOARD

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. IV., No. 6.

CINCINNATI, JULY 1, 1896.

PRICE 10 CENTS  
PER YEAR, \$1.00

## A TALE OF DAMPNESS.

W. R. BURNITT.

Say, mister, can I set here, where de sun shines  
warm and dry,  
An' watch yer stick de picters up 'til my pants  
git kinder dry?  
Yores trooly. Dis is good. Want me ter tell yer  
why?  
Better go home? Not much. Not I.  
Leastways, not at oncel, 'til my pants git sum-  
mat dry.  
Yer see, de madam—dat's my mar—bet yer eye!  
She's a cracker jack. An' I'm a fightin' shy,  
Cause if she sees me in dis fix, de fur will shore-  
ly fly.  
Dats right. She tole me not ter, but I got sorter  
fly  
An' 'screwed my nut down to de pon', along wid  
Jim an' Si.  
They said never mind her. En' 'lowed ez why  
Ef she even 'spicioned it, ez they 'ud help me lie  
Out of it. But Jim made it up with Si  
Ez how they 'ud shove me in the pon', just ter  
see me cry,  
En' I jes' walked right in ther parlor, Mr. Spider  
and the fly  
But the water wasn't deep and you bet I didn't  
cry—  
I got right up and went for Jim—and Si  
He didn't do a thing but hit the git an' fly.  
I wiped the earth up wid ole Jim, but, my!  
He got in one good J. S. lick—see dis eye?  
"Sweet Moments Cigarettes"—all right too—"H  
O P F"  
I thought yer had some sukkus bills—ki' yi!  
I guess I've got to go, ole hoss, I think I see ole  
Si.

## ADVERTISING AS A FINE ART.

Many scientists aver that the indications are that Mars is peopled not only by a race or races of intelligence, but in consequence of that planet being older in the plane of creation than our own, they are more advanced, intellectually, than the people of Earth. Many also have an impression, that is almost a conviction, that the Marsians are endeavoring to communicate with Earth by signals. Between the 17th and 21st of June, of the current year, Mars was in perihelion; or in the vernacular, made a nearer approach to Earth than will again occur in seventy-one years. Availing themselves of this astronomical conditions, savants and astronomers, from all parts of the globe, assembled at a point in Mexico, near the 48th parallel, and with improved and perfected appliances, necessary for the purpose, watched and noted the events. Thus it is, at last, within the limits of possibility, that before the number of the journal containing this article be published, the world may be

astounded with announcements confirming these conjectures.

A Professor Somebody,—his name has escaped us,—announces that he has absolutely and beyond a peradventure, perfected a flying machine which will, at a fair rate of speed, rise to any altitude, with freight or passengers, and work equally well with and against the wind. Again, we read, with scarcely perceptible quickening of the pulse that Nansen, the Scandinavian explorer, has positively

crudities and imperfections of advertising, in the earlier periods of the century, and of its first gradual, and, later rapid development as a fine art. The knowing how and what to do that one's wares or merchandise can be prominently placed before the public, or that his factory, his railroad, his line of ocean steamers or his mines of gold or iron or copper, can to the best and most profitable advantage, be brought in touch with the public. How to best portray, that he who runs

be remarked, par parenthesis, that it is by no means the purpose of this article to cavil at or decry any method of advertising. As a convivialist remarked concerning whiskey, "All whiskey is good but some is better than others," so all advertising is good but there are salient degrees of comparison, and the averment that the possibility of effective advertising has reached its culmination in the billboard will meet with but few dissenting voices. As the newspaper is to the town buyer so is billboard advertising to any and all other methods, individually or collectively as a medium to arrest and compel public attention. Prominent advertisers have awakened to this palpable and self-evident fact and, as a sequence, the number of billboard advertisers are multiplying to an extent that is astounding. In conclusion, it will, perhaps, be not out of place to suggest to those who are still blindly groping in the slough of indecision, regarding the best advertising medium, to correspond with such firms as Enoch Morgan's Sons, the great Sapolio Kings, the proprietors of the Rising Sun Stove Polish, Liggett and Meyers, of Star Tobacco fame, the proprietors of Fig Syrup preparations, or, in brief, to any of the myriad billboard advertisers, and solicit from them opinions regarding billboard advertising as a profitable investment.



COL. ALBERT A. WEBER.

discovered the North Pole. Thus, the closing quarter of the nineteenth Century has been pregnant in important mechanical and scientific invention, and marvelous discoveries have followed so closely on each other's heels, and are accumulative to such extent that they scarcely longer excite surprise.

All of which incite us to rise and remark that keeping step to the grand march of Progress has been the art of advertising. Many yet remember the

may read, the unquestionable advantages of his lines of roads or steamers over those of competing corporations, the advantages and economy of his wares and merchandise over all similar products, or how speedy and colossal fortunes can be realized by judicious investments in his copper, iron or gold mine stocks.

The methods attempted to obtain these desiderata are as multiplied and varied as "leaves in Valambrosa." Some good, some bad, and some indifferent. Let it

## THE POSTER IN JAPAN.

Four or five years ago I stopped for the night at a little teahouse far up in the mountains of Japan. Nowhere were to be seen any railroads, European castoff clothing or other "modern improvements," and in a walk through the village after a dinner of rice and fish I was led to believe that at last a spot had been found where things were to be as they always had been. But on returning to the village last summer there stood at the door a little maiden with a delightful smile of rejoicing, as she proudly showed in one hand an unmistakable nickel plated American alarm clock and in the other an unbroken tin foiled stick of chewing gum. Verily our civilization had arrived. The next day, however, in a village even more remote, a still greater surprise awaited me, for displayed prominently on a blank wall, with an admiring crowd about was a variable poster, and a few more days showed that this innovation in art, if it may be so called, was common and highly popular. Every teahouse had its series, and all the shops in the bazaars were full of them, and wherever a poster was in sight an admiring throng was sure to be seen. A new style of drawing seemed to go hand in hand with the new idea, and even an understanding of our perspective was appreciable.—"Japanese War Posters" by D. P. B. Conkling, in Century.



### A CLOSE ASSOCIATION.

Can an association of bill posters by simple decree do away with all possibility of opposition? We unhesitatingly state that it can not. Mr. Stahlbrodt's association has tried it for the past five years or more, and during that time it has not eliminated a single case of opposition. We repeat it, *not one single case*. This should be proof enough for his blindest devotees, but there are many—many more potent and powerful reasons, which if considered dispassionately and calmly, will convince the most skeptical and obtuse that opposition is entirely a local issue, and one which if touched upon at all by an association, must be handled with the greatest care and discretion, or it will inevitably react and bring general discredit upon the organization.

Associations (we use the plural advisedly, for there have been several) which have endeavored to annihilate existing firms and prevent the establishment of new plants, have always been operated upon the so-called "close association" plan; that is, they admit to membership only one member from any one town or city. Advertisers and middlemen are then notified that they must patronize members of the association only.

It so happens, however, that advertisers are very much like bill posters, in that they are human, and therefore prone to err. At any rate, if the opposition has some particularly fine locations or offers inducements in the way of lower rates, the advertiser frequently gives him all, or at least the greater portion of his business. Sometimes he does so solely because he has been told that he must not; sometimes it may be because the association member is a surly and discourteous boor, while his opponent is a good fellow. The result is much the same in any event, the paper is placed as the advertiser chooses.

The next move on the part of the association is an attempt to force or compel the advertiser to go counter to his judgment. He is notified that he must patronize such bill posters as the association names, and cease to do business in the manner which has seemed to him most expedient and wise.

If he still remains obdurate, it sometimes happens, as in the case of the Liggett & Myers Company and the California Fig Syrup Company, that the boycott (that dastardly, despicable and un-American measure) is actually invoked.

And what is the result? Failure! always and inevitably failure! For while there are "some bill posters who will obey a boycott order from motives of

principle, there are others who are unalterably opposed to it on principle, and a large percentage who ignore the order from a total lack of principle."

This has always been the history of boycotts, and it always will be. They have been used effectively as threats in rare instances, but in actual practice they have always failed.

Even granting, merely for the sake of argument, that one could be successfully instituted and conducted, what would the outcome be? Surely, if the advertiser (against whom it was directed) had any spirit whatever, if he possessed a single spark of manhood, he would never patronize a bill poster again. Other mediums—and their name is legion—though not to be compared with the boards, would thenceforth claim all of his patronage.

It will be seen, therefore, that the "close association" not only fails of its end, but is entirely impractical and inimicable to the best interests of the bill poster. It can not protect its members without antagonizing the advertiser, and it can not antagonize the advertiser without hurting the bill-posting business.

It naturally follows, furthermore, that the bill poster who joins an association with the idea that he thereby secures immunity from opposition, is the dupe of a designing and unscrupulous miscreant who promises protection that he can not give.

When Stahlbrodt was forming the Associated Bill Posters' Association, this inducement was his chief stock in trade, and bill posters everywhere eagerly exchanged their cash for his green goods certificates and fancied security.

In many instances it was all they ever got, for the Associated Bill Posters' Association has never benefited any one except Edward A. Stahlbrodt. He is in New York. He must be fairly well established, for it seems that he has already commenced to "grind" in the matter of prices, and he would never dare commence cutting unless he was assured of his position.

He can never achieve the real object of his ambition, the exclusive control of all middlemen's privileges. Even the connivance and support of designing Sam Pratt and the blind devotion of his deluded adherents can not secure that for him, and it is a blessing to bill posters that it so, for they could not possibly have delivered themselves into the power of a more merciless and mercenary taskmaster.

Michigan will have six members at the B. P. A. convention, all pledged for Leonard.

### THE AD-SMITH'S IDEA APPLIED TO POSTERS.

BY SAM W. HOKE.

The ad-smith is a comparatively new institution, but the best of him has come to stay. Some years ago newspaper advertising was as dreary as ordinary trade-journal advertising is to-day. The ads said nothing, and they said that nothing so repeatedly that if any one ever read them the advertiser was unable to find it out. The ad-smith has come with a hurrah and has changed much of this, and as a result much of the newspaper advertising pays, and pays extremely well.

Seigel, Cooper & Co., of Chicago, and Bloomingdale Bros., of New York, and Wanamaker, of Philadelphia, use a different advertisement every time they insert an advertisement in a newspaper; and every ad brings back its cost several times over within forty-eight hours, and the portions of the ads that do not pay are known very early in the day, and the reasons are carefully looked for.

The ordinary one horse dealer at once exclaims: "Oh, yes, these department stores have everything, and can sell a lot of things below cost to draw a crowd!" Well, I will leave the department stores then, because life is too short to convince some people that they make a profit on every article they sell, and let's look at Rogers, Peet & Co. They have a thoroughly legitimate clothing store, and they use a small ad, and a new one every day; and they *know* before bedtime every night whether that day's ad paid or not.

The Columbia Bicycle is a good advertiser, and no one ever accused Colonel Pope of selling at a loss; the Columbia newspaper advertising is seldom repeated. I don't remember of seeing the same ad twice this year, unless in differing publications.

Is it practicable to adopt these plans in bill posting? Will the returns justify the expense of getting up a new poster every week, or twice a week, or every other day? Old newspaper advertisers claimed that they could not afford to pay five hundred, one thousand, or five thousand a year for new ads, to say nothing of the added expense of putting the new ads in type, but they don't now. It would cost a great deal of money to get up a new poster every week or oftener, and the bill posters would want extra pay for the extra work. But if it has

paid so extraordinarily in newspapers, why shouldn't it with posters? If I had a million and wanted another, I think I'd try it.

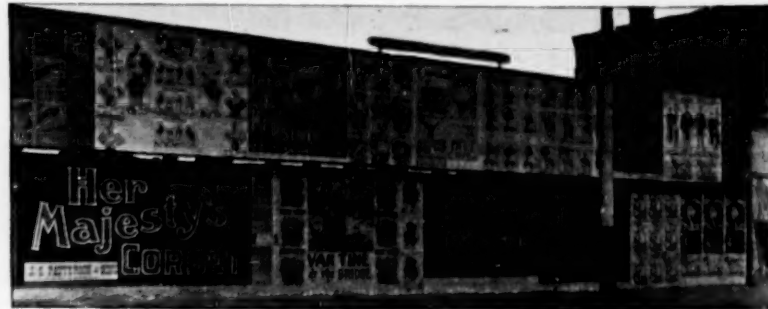
Mr. Campbell's paper, the so-called "official organ," but which in reality is merely the mouthpiece of Stahlbrodt, Campbell & Co. comes out later each succeeding month. It would not surprise a few of the knowing ones if it failed to appear entirely at no distant date, for despite the brave show of prosperity which it makes, it is only a bluff. It is whispered that the advertisers, who make its existence possible, are tired that the Riverside Show Printing Company of Milwaukee is tired; that the A. B. P. A. is tired; that Campbell is tired—in fact everybody connected with it is tired except McManus, and even he in spite of his snap also gets tired occasionally, especially when Campbell lets out a few bellows in the editorial sanctum.

The meeting of the Inter-State Bill Posters' Protective Association, which takes place at Chicago, Ill., on July 21-23 next, promises to be the largest gathering of bill posters that has ever occurred in the history of the craft. No one who is not in close touch with the movement can form any idea of the zeal and intense earnestness which pervades the new organization. Over one hundred members have voluntarily pledged themselves to attend.

When printing houses can afford to keep traveling solicitors on the road at great expense the year round, it is passing strange that the bill poster can not profitably solicit his local trade. He has no expense in the matter of railroad fares; no hotel bills, none of the thousand and one incidental expenses that the traveling solicitor is under, and he does have the same commission and the added inducement of the profit on the bill posting. Retailers are not only willing to use posters, they are anxious. This, combined with the fact that the pictorial posters now issued by the leading poster printers are so apt and striking, makes the task an easy and inviting one.

Harry Munson will be elected president of the Inter-State, and Clarence E. Runey will be re-elected secretary.

"No commissions for Stahlbrodt" is the slogan of a large and ever-growing faction of the Inter-State Association.



Phil. W. Oliver's Pet. A sample of the kind they have in Findlay, Ohio.



BILL STICKER—"I'll just stick a three-sheet of the leg show on dis board now de Festival is over."

We clip the following from *Art in Advertising*, which since we entered the field has inaugurated a very creditable department devoted to billboards, painted bulletins and mural signs.

That term "hoarding" used by the English to designate their bulletins and billboards is a very convenient word, and we do not see why it is not adopted here. It is comprehensive and expressive; more comprehensive, we think, than any term in use here. We often find ourselves somewhat at a loss for a word to express in a fully comprehensive way just what this word "hoardings" comprises. "Billboard" doesn't always fill the bill, because that implies paper and does not include painted signs. "Bulletin-board" applies, more especially, as we understand it, to single stands, and is not properly used in that connection either. "Fence" is not appropriate; our spaces for display are not always fences, and the term is not technical. Then we have "boards," "stands," and all the rest, but they do not cover the ground as "hoardings" does. For our part, we say, let us adopt the word "hoardings." We shall in these columns.

The same journal also announces that R. C. Campbell is a candidate for reelection as president of the A. B. P. A. In this connection, it observes, "considerable opposition exists in certain quarters, and is growing." *Art in Advertising* is quite correct. Mr. Campbell's boom has about as much chance as a snowball in hades.

The Inter-State convention at Chicago, July 21-23, will be a thoroughly representative gathering. Mr. Green, of Seibe & Green, San Francisco; Messrs. Atwood & Ames, of Providence, R. I.; W. R. Burnitt, of Ardmore, I. T.; Albert Weber, of New Orleans; P. G. Stout, of St. Louis; Spaulding & Gordon, of Boise City, Ida.—in fact the East, West, North and South will all be fully represented. The bill posters from the smaller towns will be out in force and will be made welcome. Poster printers, advertising agents and prominent advertisers will also be present in large numbers.

All is not harmony in the ranks of the gang which controls the A. B. P. A. Campbell has warmed up to Gude, and Stahlbrodt views the cordiality thus re-established with marked disfavor. It is also said that Carroll does not love Stahlbrodt like he used to.

J. M. Dishon, of Terre Haute, uses a neat business card, printed in four colors. It represents a three-sheet board.

L. E. Tieman, the only bill poster at Belleville, Ill., is an enthusiastic member of the Inter State Bill Poster's Association, and this organization owes much of its growth and prosperity to his indefatigable efforts.

The tornado at St. Louis played hob with the Hueist Stout Sign Company boards, but they have them all up again and in better condition than ever.

There will be two conventions in July—that is to say two conventions of bill posters. One of them may or may not be fairly attended, the other is certain to be very largely attended. This latter will meet at Chicago July 21.



BILL STICKER—"Hully Gee! Dey didn't give me any middle sheet. I'll jest stick de top and bottom sheets and chase back for de other."

Jake J. Disch, the hustling bill poster at Kenosha, has Star Plug, Pabst Tonic, Schilling & Co.'s "American" Lady Corset, Crescent Bicycles, and a host of other paper on his boards for this month. He has just added several new stands to his already large list of good locations, besides a number of three and one sheet boards. The report that he had gone out of the business is not true. He will keep on hustling just the same as he has in the past seven years.

Torn by internecine strife and dissension, loaded down with indebtedness, stripped of Canada, Minnesota, Wisconsin, Illinois and Kentucky, the once splendid organization, the Associated Bill Posters' Association is in a most pitiable plight. This is what gang rule has done for it, and this is what Geo. Leonard and the Liberals will have to undo. Their task is not an easy one, for they will be seriously handicapped by the apathy and indifference of the members in the smaller towns. These have been duped so often in the past by the false and alluring promises and inducements of the gang that they view with distrust any and all persons or plans that have to do with the A. B. P. A. in any manner whatever.

The public responds to posters as surely and quickly as the report of a gun follows the discharge of a bullet.

Col. ALBERT WEBER.

On page 5 we present an excellent portrait of Col. Albert Weber, the well-known city bill poster and distributor of New Orleans. He was born in that city on July 9, 1852, and is the son of Sylvester and Catharine M. Weber. His parents were born in Alsace, Germany, and were married in that place. They came to the United States in 1842, locating in New Orleans, where Mr. Weber established himself in the grocery business. He built up a good and profitable trade, which continued up to the time of his death, in 1854.

Albert Weber in his youth was of a wild disposition and could not brook the restraint of life at school. He soon gave up school life and ran away, thus depriving himself of the advantages of a good education. Despite his general disinclination to attend school he was of a very studious disposition, and sought every opportunity to store his brain with useful knowledge. At eight years of age he was selling newspapers on the streets and earning a livelihood for himself, and at that time he obtained considerable attention by reason of his unusual brightness and shrewd business ability. When but twelve years of age he engaged in bill posting and the distributing of advertisements, being at that time the youngest person in America engaged in that line. This justly gained for him a national reputation, and he became famous from the Atlantic to the Pacific. He is conceded to be the most expert in this country; he is an accomplished linguist, and speaks English, German and French with great fluency; he is a great believer in secret and fraternal organizations, and is a prominent member



REV. O. B. CAREFUL—"Gracious me! what a sacrifice. It must be hidden from view at once. Oh dear! here comes sister Smith, she must not see it." (Proceeds to stand before it.)

of fraternal societies; he is Past-Dictator of Columbia Lodge No. 2546, K. of H.; Past-Archon of Crescent Conclave, Order of Heptasophs Seven Wise; member Alpha Home Lodge No. 72, F. & A. M.; member Kenilworth Lodge No. 59, K. of H., and Orleans division No. 1, Famous Battle Ax's Cross, K. of P.; member Crescent Lodge No. 22, A. O. U. W.; also member Order Emanuel No. 2, and member Famous Continental Guards, Company A; Past-President Patriotic Order Sons of America, Washington Camp No. 5, which he made banner of America; Past-Commander Crescent Commandery No. 9, U. S. K. of H., and Colonel Weber was appointed Adjutant-General on staff of Gen. S. H. Henry, of Louisiana, and also a member of Sociale Servants Beneficenti Mutual Spanish and American Association, one of the finest organizations in New Orleans. Mr. Weber took excellent care of his widowed mother up to the time of her death, three years ago, when he joined the ranks of the benedicts.

FROM NEW YORK CITY.

NEW YORK, June 24th, 1896.  
Editor BILLBOARD ADVERTISING,  
Cincinnati, O.

Dear Sir—On arriving at my office this morning, after an absence of two weeks, I found your communications of June 7 and 17 awaiting my personal attention. I feel very much honored by having my name favorably mentioned as a candidate for the office of president of the Inter-State Bill Posters' Protective Association, and being indorsed by such reliable and well-known bill posters as Scive & Green, of San Francisco, Cal., P. F. Schaefer, of Chicago, Ill., and Clarence E. Runcy, of Waukegan, Ill. I feel more than gratified, and furthermore hope to meet these gentlemen at the convention in July, when I will be able to thank them personally.

I should very much like to accept the presidency of the Inter-State Association, if my health would allow, but my physician has given me positive orders to take no active part in business for the present, and in this regard I am trying to obey his orders as much as business will permit.

Whoever accepts the office of president ought to give the association considerable time and attention, and use his utmost endeavors to make the Inter-State Association the only reliable bill posters' association in the United States, giving entire satisfaction to the advertisers, and thereby assuring the advertiser, without doubt, that by using the billboards for publicity, will give quicker, cheaper and better results than in all the other modes of advertising combined.

With the co-operation of the broad-minded and well-known Board of Directors, this, no doubt, can be done, and I will further state that the Inter-State Association has been a large factor during the past year in securing the confidence of the advertisers, by giving good, honest and satisfactory service, and it speaks well for the energy of its members in bringing about this result in so short a time.

Whoever is honored with the election as president of the Association—which, no doubt, will be worthy of his election—will receive my earnest support and co-operation in the East.

I will take great pleasure in attending the convention, should nothing happen to prevent in the meantime, and then hope to meet the largest gathering of reliable bill posters that ever attended a bill posters convention.

In closing, I wish to thank BILLBOARD ADVERTISING for the stand they have taken in protecting the rights of the advertiser and bill poster in endeavoring to secure good, honest service and satisfactory results, thereby being a mutual benefit to both. Again thanking the members of the Inter-State Association for courtesies extended and with best wishes, I beg to remain,

Yours truly,  
H. MUNSON,  
42 Duane Street, and 228 East 125th Street.



O. B. CAREFUL—"I must try to look unconvicted and she may not notice it."  
SISTER SMITH—(To herself.) "Merciful powers, the minister intoxicated, and a temperance lecturer. Who could have believed it?"

## Letters to the Editor.

Sidney, O., May 27, 1896.

Editor BILLBOARD ADVERTISING.

I would like to make a statement in answer to Mr. Talbert's spicy interview in the May number. Do not understand that I wish to find fault or lay all the blame on Mr. Talbert, for I believe from what I have heard that Mr. Talbert is a gentleman who wants to treat the bill poster fair, and in return expects fair and honest work, which I have no doubt he did not get from a number of the Associated bill posters. But I do blame him for not tracing up the work after the inspector had sent in bad reports, which were absolutely false, no truth or foundation for his lying, as he did in my place as well as others in the different States. I will agree in one way with Mr. Talbert, as he said to me in his letter of March 19, that all he had to go by at that time was his inspector. But on the other hand when he was sent good responsible business men—men that also had an interest in the work on account of selling the goods made the reply, and still will say that the Fig Syrup Company was well advertised on good located billboards, and not on sheds as was reported. Then it was Mr. Talbert's duty to either come or send a responsible man here to see and judge for himself, as I offered to pay him for it if he would come and not find posting done satisfactory and according to contract. I will say myself there is too much dishonesty with some Associated bill posters, asking for more paper to post than their town or city will use to good advantage, and after posting one-half or one-third of the amount, the balance of the paper—which we all know cost big money—is burned up in some back alley. Now, as I said, I can not fully blame Mr. Talbert for speaking as he did of some places billed with his paper, but I do blame him for not tracing it up after the inspector sent in bad reports. I will now speak for my own city, only of the work put out for Mr. Talbert. Mr. Talbert wrote his letter to me asking for prices and amount of paper used to good advantage. In answer I gave him my prices for eight twenty-four-sheet stands and one hundred one-sheets, which in another letter from him of February 20 he accepted my contract. Still another letter of February 24 he states that the shipment would be late on account of change in size of stands; also that he ordered the Calvert Lithographing Company the paper to be shipped me prepaid. The bill of lading arrived to me about twelve days before the paper arrived; the paper only came in four days ahead of the inspector. These four days were very bad weather, raining most of the time, so that when the inspector came to town only two stands were up to show him. The inspector then in the presence of Mr. H. C. Ayers, one of our best and most prominent young druggists and opera-house manager here, jumped on me by saying I had no billboards in the place, only barns and sheds. Said he was an old bill poster in a small town in Michigan and knew a billboard when he saw one. I then pulled out ten dollars and placed in Mr. Ayer's hands and told the inspector to put up five dollars against my ten, and I would then show him more and better boards within three squares of our court-house or post-office than any town in Ohio for its population. He refused to cover my money. I then requested him to go with me and see where his paper was to be posted. That he refused, he claiming he did not have the time, although he had a little over two hours to lay in our place and drink to the health of his trip. Now that was the inspector sent here. I then got the different druggists, who are all good, responsible business men, to certify that the work was put up and is still shining upon my stands, of which Mr. Talbert could see and feel well proud of if he was here, although the time expired April 14. Now, in reply to Mr. Talbert's last letter to me of April 14, stating that four or five stands are as many as I can use to advantage, I will say for him or the advertisers, I have fourteen stands as is here mentioned below, and will pay any one well that will come to Sidney and not find what I say here to be correct. My list of stands are as follows:

First, C. H. & D. R. R., 40x12; second, Big Four Railroad, 100x12; third, North Main Street, 40x12; fourth, East North Street, 100x12; fifth, Popular Street, 16x20; sixth, Maine Street, 28x12; seventh, Water Street, 40x12; eighth, Water Street, 20x16; ninth, Ohio Street, 26x12; tenth,

Popular Street, 54x12; eleventh, Canal Street, 24x12; twelfth, Court Street, 28x10; thirteenth, Canal and North Street, 40x16; fourteenth, West Street, 16x16.

Besides these stands I have good located sheds, as he says. I am sorry that such disputes must arise. I believe in good, well located billboards and good work by the bill poster. Hoping this may give Mr. Talbert a different idea of my place, I thank you kindly for the use of the BILLBOARD for this reply.

Respectfully,

C. P. ROGERS,

City Bill Poster.

Erie, Pa., June 13, 1896.

BILLBOARD ADVERTISING  
Cincinnati, O.

Gentlemen—I am in receipt of three numbers of your valuable paper—or book rather—and to say I am delighted with them is putting it mildly. It puts new enthusiasm in a man to read the bright, keen and good principles that it advocates. In my opinion it is to the bill posting fraternity what the New York *Clipper* is to the theatrical world. I know of no higher compliment I can pay you—you may send it to me for a year, commencing with the July number. Enclosed find express order for the amount, one dollar. Allow me to say with Rip Van Winkle, may you live long and prosper.

Yours,

J. E. GIRARD.

San Francisco, Cal., June 1, 1896.

Editor BILLBOARD ADVERTISING.

In my judgment it is somewhat to be deplored that there are any differences among the bill posting associations, and for the good and welfare of the practical bill poster, who depends for his living on the amount of work he can get at fairly profitable rates, it may prove to be an unwise proposition to be on either side; in fact it seems somewhat difficult for him to explain "where is he at" now. To those who are familiar with the situation it must be obvious that the position taken by BILLBOARD ADVERTISING from the first was clearly in the best interests of the bill posters, considered as a class, and in no wise detrimental to the business of bill posting, although it may not have pleased a few whose coercive policy was not acquiesced in. It is a matter of regret to me to note that there is now a tendency to "mud throwing" on both parts, and there is danger of making the advertiser tired. It doesn't exhibit a great deal of consistency to make Hote so unworthy of confidence in one issue when he seemed all that was desired a few months ago, nor is it less inconsistent on the part of the official organ to rake Gude now, when he was so anxiously sought for co-operation. If the two papers and the two associations will stop long enough to "think it over," it may be found more profitable to the man who puts out paper, and the one who posts paper, if both parties will see the way clear to "Pool Issues." It makes a pretty case for arbitration and I'd like to be on the Board, as your differences are purely personal now.

ARTHUR M. PLATO.

Fort Wayne, Ind., May 20, 1896.

Editor BILLBOARD ADVERTISING.

Now that the war is on, we, as members of the International Association of Distributors of N. A., would like to ask a few questions of the president and Secretary-Treasurer. Why was the Cincinnati convention called off without authority, the same as it was called on—was it because as you stated to us "none of the elective officers could be present and the meeting would be without a presiding officer?" What becomes of the money that has been paid in to you in the shape of entrance fees, dues, etc.? Have you followed the constitution in this matter, if so, what is your nearest National Bank and does its books show of any deposits being made in the name of The International Association of Distributors of N. A.? We will venture to say "Nir"—it is rumored that you used it as your salary which goes with the office. Where in the constitution does it say you shall receive salary? The constitution also says, O! most high Secretary-Treasurer, that thou shalt be the corresponding and recording officer of this association (see art. 5 sec. 3) What hast thou recorded, and with whom hast thou corresponded? Has only written to thy henchman saying, "Ho! here is another sucker who has paid his dues, come, we will drink his health." Note the official call which

says an entire new set of officers will be elected. You bet there will "me byes" and you won't even have a hand in it, as the only convention that will be held by the association will be held by the dissatisfied members (and they consist of all but two) and will be held at the Leland House, Chicago, July 22-23. Your "Convention" at Springfield will be the official funeral of the President and Secretary-Treasurer without mourners. We have in our possession fifty or sixty letters from members who are sick and tired of this "Fake Management" and are eager to go into an association that is honest in every way one that will not only guarantee but protect the advertiser, such an association the reorganized International will be with men of recognized sterling integrity at its head. Now we are not after office, we are to busy booming other people's business (for a consideration) but we will be in Chicago in July to see that these "two old cronies" don't do it agin. Boys you know how they have sewed you, it is now your say whether this state of affairs will continue or whether you will assert your rights and stick to the men from whom you have received all the benefit you ever got out of the association. Come in on the ground floor, we want to hear from all you boys and what your views are on this question, one word more my boy, if you have borrowed this paper (many do you know) don't do it again. The editor is supposed to live by the subscriptions he receives, send in your \$ for a years subscription. It is booming our business, is the official organ of the association and entitled to our financial support.

Gentlemen we are done, remember boys Chicago, July 22-23. Thanking you kindly for your patience.

We are, yours fraternally,

The Hustler Advertising Co.,

W. H. CASE Manager.

June 4, 1896.

Editor BILLBOARD ADVERTISING,  
Cincinnati, O.

Dear Sir—Replying to your favor of the 29th ult. world say regarding the matter of five thousand dollars being paid to Carrol, there is nothing to it, and although we are members of the Bill Posters' Association of New York State, we feel that there is no head or tail to the association; in fact, we know that the bill posters in the smaller cities have no show at all. We have lots of work all the time, but never have had a cents' worth of business from Stahlbrodt or the National Association. The bill posters in smaller cities had very little to say in regard to the management of the association, and we feel that we shall go out and get all the work we possibly can at prices that suit us. We do not wish to be published in the matter, but you may use this information editorially if you wish, without using our name. We are very much pleased with your journal and think we shall give you a good sized ad. in the next issue.

Very truly yours,

Naticoke, Pa., May 27, 1896.

BILLBOARD ADVERTISING,  
Cincinnati, O.

Gentlemen—We beg to thank you for the information to bill posters, given in the columns of your valuable paper. Your constant advice of "visit your home advertisers" we have acted upon, and have succeeded in inducing the merchants of the city to use posters, which we supplied them through the Donaldson Lithographing Company and W. J. Morgan & Co., and beside our commission on same we have posted all their work. We are just new in the business, but the work we are doing has reached about fifty per cent. more than our utmost expectations, and we owe some of the tips to your paper. We have at the present time Syrup of Figs, Rambler Bicycle (Gude), Van Camp's Pork and Beans (St. Louis Bill Posting Company), Viking Bicycle, beside about 750 sheets of home work, and the future looks up good for all summer. We have built boards along street car lines in the suburban towns, and our territory now covers a population of twenty-five thousand. Thanking you again for your information, we remain,

Very truly yours,  
OPLINGER & BUTKIEWICZ.

W. E. Barott, of Canastota, N. Y., is erecting some large new boards in that city.

## Might Hurt the Sign Business.

Some years ago, while I was hustling for the R. J. Gunning Co., that firm took a notion to knock out a bill poster in St. Louis. At that time they had a large number of painted bulletin boards in St. Louis, and they skirmished around, and leased up most of the locations occupied by the bill poster, and got ready to enter the bill posting business.

About this time I had a talk with Mr. Gunning on the posting prospects, and while he realized that he might have a hard fight, still he believed he could win out. In this connection, I suggested that he build all his boards on the same general plan that he had adopted for his bulletin boards, and gain a portion of his hoped-for success by meriting it. The various advantages and disadvantages of building with tongue-and-groove flooring, six inches wide, instead of using eight, ten or twelve inch fencing were considered, and the idea was finally rejected.

And why do you suppose it was rejected? Because of the additional cost? No. The additional cost was shown to be very trifling.

The idea was rejected because he feared it would ruin his bulletin business. And his bulletins paid all the way from twenty-five cents to one dollar a foot a month, while all that posting could bring, at twelve cents a sheet a month would be about thirteen cents a foot.

He reasoned that one of the strong arguments to secure paint orders is the frequent ragged appearance of the billboard. And he reasoned further that if he made his billboards so perfect that there would be no ragged paper on them at any time, being no chance for the paper to break and tear and become ragged, then his main paint argument would be lost.

Gunning "won out" all the same, and whether this can be used as an argument to leave well enough alone, I won't attempt to say. But I believe he was right in thinking the improved billboards would have hurt his paint business.

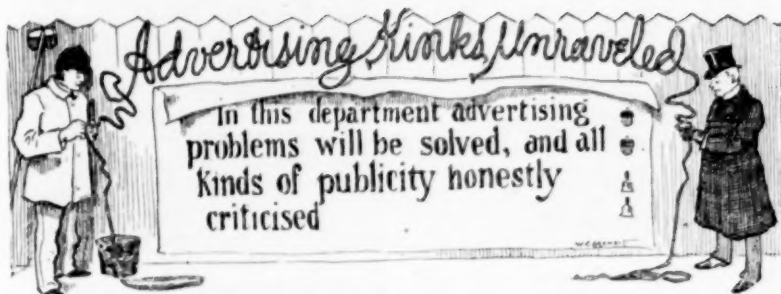
But the bill poster asks, why should we worry about the paper getting shabby?

Well, there are reasons why it would pay you to prevent it. An advertiser made a deal with me to do some posting, wanting a full year's showing. And he wants the paper to look perfect at all times. Under these circumstances, paper was ordered for as much as *twenty-six* postings throughout the year. For placing one hundred sixteen-sheet stands, this requires 41,600 sheets of paper to do the year's billing; at a very cheap price of two cents a sheet, this costs \$832. Suppose five postings should suffice, the cost of the paper would be only \$160, leaving \$672 difference that would be given to the bill poster for additional locations, or to some other bill poster who otherwise would not get a smell.

In reading the London *Bill Poster*, I notice an advertisement of a paste called Gloy; if the advertiser is to be believed a little bit, all that is needed to give us perfection is Gloy. I hope this Gloy is all it is cracked up to be, and that some enterprising manufacturer will start a factory in America to supply our bill posters.

And when all these improvements have come to pass, what will this fault-finder find to find fault with? He'll have to lie awake nights trying to think up something to growl about.

SAM W. HOKE.



Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenue, Philadelphia.

**HONEST DISTRIBUTION.**

A correspondent wants to know how he should go about it to ascertain if his circular distributors are really putting his literature out in the manner in which he has directed. Since I have been conducting this department for BILLBOARD ADVERTISING, the number of letters I have received asking how to detect dishonest distribution, makes me think that the average advertiser is very suspicious of the circular distributor.

Of course, the newspapers are very hard on distributors, and they never miss the opportunity to unfold a harrowing tale as to how some fifty thousand circulars were found in some sewer entrance. Then the *Printers' Ink* has been slapping the distributor very hard. Of course, all this adverse publicity is not calculated to boom circular advertising; yet it is a proven fact that circulars, when properly placed, are one of the best and most economical business builders we have.

The advertiser should remember that the newspapers and journals that run down circular advertising, have their own fish to fry, and that the less money spent in circulars and distribution, the more there will be left for the publishers and the newspaper advertising agencies.

Then, too, the average advertiser is so short-sighted as to trust his circulars, which very probably cost considerable to print, to inexperienced and unreliable boys for distribution. The golden rule for circular advertising is: Don't entrust the circulars to your office boy for distribution; but have them carefully distributed by a professional distributor, and use judgment and care as to what territories are to be covered.

The professional distributor is depending on such work for a living, and it is to his advantage, if only for future business, to give you the proper service; while on the other hand an office boy is unreliable at the best of times—even when you have him right under your eye—and he will be very apt to hide your literature under a pile of lumber, and then go off and play base ball with other office boys who are also supposed to be distributing business bringers for their respective employers.

Now, to answer my correspondent's question, would say that to my way of thinking all distributed matter should be followed up by canvassers, who should cover each district billed about a week after the circulars have been put out. The salesman will not only be in a position to know if the people have received

his firm's literature, but he will find business getting much easier than if the way had not been paved for him.

**CIRCULAR POSTAGE.**

"Should circulars be mailed as first or third-class matter?" is the question that is troubling another one of my friends.

Circulars sent out under letter postage are somewhat of a "sell;" the recipient has a hard feeling for you before he reads your advertisement, so you stand a poor chance of making a favorable impression.

There is not so very much truth in all this talk about circulars being thrown in the waste-basket unread. Of course, if it is something that the receiver could have no possible use for, he is going to throw your circular away without giving it a second glance. But if he saw the same ad in a newspaper or magazine, the result would be the same—he would never give it a moment's thought if it was something foreign to his wants or taste. But, on the other hand, if a man receives a circular of some article he takes an interest in, if the advertisement is well and attractively printed, he is going to read it, and put it aside for future consideration.

If your circular is well written, tastily printed, and interesting, a one cent stamp would be sufficient to carry it right into the pocket-book of the recipient.

**OCULAR ADVERTISING.**

There are too many near sighted window displays. It is seldom that one sees a show window in unison with the firm's newspaper and street-car advertising.

The street cars and newspapers are full of John Smith's grand reduction sale of men's patent leather shoes, while his window contains a display of women's russet Oxford ties.

It's a little common sense in these matters that makes advertising pay to its full limit. If John Smith's window had been full of those self same shoes that he advertised in the morning paper, many a man, in passing on his way to business, would have had his attention called back to that ad as he casually glanced in at Smith's window display, for there would be a large sign in the center of the display with the identical heading that started off his newspaper ad, and around that sign would be grouped the very shoes he read about that morning in the paper. The law of association would have been carried out, and many a pair

of those patent leathers would have also been carried out—of Smith's store.

To make the grand total of advertising a success, even the slightest detail should be carefully watched. Many stores whose newspaper announcements are well phrased, grammatically correct, and beautifully arranged, display signs in their show windows that would make a Boston newsboy shudder.

"Ice cream and cake sold by the glass," stares at one from the window of a well known confectioner; yet the proprietor of this bake-shop would give every care to the preparation of a booklet.

One of Philadelphia's largest department stores—a store whose cleverly written and illustrated advertisements excite the interest of all—several weeks ago displayed this sign in the midst of a window full of women's shoes: "Women, while they last, \$1.75."

**ADS THAT PAY.**

A man should be very careful how he says, "this ad is bad;" "this ad could never pay," etc. The ad that looks anything but good, is often a small gold mine to its owner. Lots of good advertising never sees the light of printers' link, because some self-styled "advertisement expert" has condemned the proof or copy. To make it all the worse, these self-elected critics do not preface their remarks with "in my opinion," but say, "experience has proven to me that so and so is thus and so; five dollars, please."

I know of a case in point where one of these know-it-alls objected to the Sweeperette Co's new woman magazine ads—said, it was no good; could never sell a carpet sweeper; that he was not basing his remarks on theory, but was speaking from actual experience. The ad in question was written by Mr. Brownridge, the able ad man of the Sweeperette Co.; was the most successful ad they had issued for some months, and resulted in the direct sale of hundreds of their carpet sweepers.

All these remarks are called forth by the fact that D. H. L. wants to know if this is a good ad:

Everything for the bath at Evans's,—wouldn't you like to see 'em together?

1106 Chestnut,  
Eighth and Arch.  
2230 North Front.

Personally, I think it a very bad ad—

an ad that would make a Boston youth swear off reading ads altogether, and make the average reader wonder whether you were supposed to want to see a man in the costume of Adam surrounded by bath requisites, or only an elaborate collection of toilet articles.

Yet, with all its faults, perhaps this ad created a wholesale desire to form bathing parties. If it paid in actual dollars and cents, it was a good ad—even if the expert says nay.

**NEWPORT NEWS.**

Business very good. Jas. J. Ward has just finished distributing a large shipment from C. I. Hood & Co. They are well pleased with his work.

Mr. J. R. Van Gorder, representing the Dr. Miles Medical Company, was here May 5th and 6th. Made yearly contract with him to distribute in the city and county. The company intends to do some extensive advertising here this summer.

Mr. Charles T. Mahood, the Virginia State agent for the Reynolds Tobacco Company, of Winston, N. C., arrived here May 8th, accompanied by Mr. Fred A. Bennett, the champion high and endurance still walker. They are both advertising the R. J. R. Tobacco. Stilt Walker Bennett stands just sixteen feet high when he has his wooden legs on, and wears a glowing uniform covered with advertising matter of R. J. R. Tobacco.

Mr. Criswell, representing the Coca Cola Company, was here May 12. Made contract with him for three hundred sheets.

All our stands are covered with local work and some of Brown's Iron Bitters.

**POSTER ADVERTISING.**

Several papers are using poster advertising and cards in the elevated and street cars. It would be interesting to learn what advertisers think of this example which is set them, and whether it does not weaken their claim that merchants should use the columns of newspapers for their announcements. The old plan of the Sun, in keeping up the "It's so" bulletin from January to December, has given place to fresh weekly changes. The Journal is making almost lavish use of this method of reaching the public, being in part forced to do so by the other papers, which either refused to publish Mr. Hearst's advertising, or charged him several prices for the space.—*New York Newspaperdom.*

Clarence E. Runey will unquestionably be re-elected secretary of the Inter-State.

**A PRETTY PICTURE**

Is a great help to any poster, or other form of advertisement. I have thousands of photographs, sketches and drawings, to be used in adding to the attractiveness of your poster work.

I place posters in any city in the Union at bill posters' lowest rates.

*Sam W. Hcke*

107 W. 28th St., New York.

Long-distance Telephone Connection.





### Boston Budget.

The Boston Job Print, the poster plant owned by the late John Stetson, is running, making money and will not be closed, but will be conducted by Manager Blaisdell till the affairs of the estate are straightened out.

So rapid is the wheel now whirling round the Hub that to keep pace with it Boston is to have a bicycle daily. It will be called *All-the-Go*, and sell for one cent a day.

If a little boy hadn't been knocked down by a herdie last week, only a few persons would have known that there was such a thing in Boston as a woman sign painter. When this new woman heard that her darling had been killed—which happily was an exaggeration—she ran down from her workshop to the street, her apron splashed with colors and several paint brushes protruding from her hair, and so her calling became known.

The Guyer Hat Company, 132 Hampden Street, Boston, are having a mammoth pictorial poster designed, said to be the largest one ever put out advertising hats. It is 8x10, and will be furnished free to retailers. Bill posters in every city should send to them the name of their most enterprising hatter.

Kate E. Griswold is making a go of *Profitable Advertising*, and unlike other papers devoted to publicity, she has a kindly feeling toward bill posting and strongly advocates its use to general advertisers. **GERALD DEANE.**

Posters procure profitable publicity.

Although Messrs. Campbell & Stahlbrodt have found it a comparatively easy matter to dominate the A. B. P. A. by bluffing and browbeating the members of that organization, their attempt to muzzle BILLBOARD ADVERTISING resulted in signal failure, discomfiture and defeat.

The June issue of *Les Madres de l'affiche* is without doubt the finest number that this superb publication has ever sent out. Five superb posters, all in colors, and all splendid, but none of them up to the standard of American production are produced. Send subscriptions to Imprimerie Chaix, Rue Bergere 20, Paris, France.

Oscar Hammerstein has discharged all his bill posters, and cancelled all his contracts for billboards. He says: "I propose in future to try the experiment of advertising Olympia only through the regular medium of the newspapers." The experiment won't last long.

Messrs. Reese & Long, of Scranton, have erected a very large billboard on the vacant lot adjoining Z. D. Edwards' store in Olyphant, Pa.

E. H. T. Miller, of Rochester, N. Y., and his assistant, O. E. Rogers, of Waverly, O., representing S. C. Wells & Co., of Le Roy, N. Y., a wholesale medicine company, were arrested at Nelsonville, O., May 29, at the instance of W. S. Runion, city bill poster, for distributing advertising matter without a license. The case was tried next day before Mayor Buckley and they were discharged. They had prepared to fight the case through all the courts, in case they had been fined.

All roads lead to Chicago. The Inter-State convention takes place at the Leeland House, Chicago, Ill., July 21-23.

C. P. Walker, of Fargo, N. D., has a great line of boards and enjoys the reputation of being a royal good fellow.

### From Indianapolis.

The excellent work and general satisfaction given its many patrons by the Empire Bill Posting Company is fast increasing its popularity. That the company is able to handle successfully the largest attractions on the road was plainly demonstrated by the billing of the Buffalo Bill Wild West show. The "Empire" billed exclusively this great show, and many were the compliments tendered for the great showing made. All the large tented exhibitions visiting here swear by the above-mentioned company, and will be billed by no other. It does not take managers long to show appreciation of honest work and straight, upright business principles.

A rumor to the effect that Alex. Harbison had secured control of the only available circus lot in Indianapolis obtained considerable credence during the early part of June. Harbison's idea was of course to force the Barnum & Bailey, Buffalo Bill and Forepaugh Sells shows to patronize the Indianapolis Bill Posting Company, of which he is manager, and which said shows have steadfastly refused to do for several years

pany, "Metropolitan Fashions," New York City; 28,640 samples "Pain Pills," and delivered 126 druggists' packages for the Dr. Miles Medical Company, Elkhart, Ind., and are constantly gaining new patrons. Their work catches them.

Illinois Central, Van Camp's Pork and Beans, Malto, Bromo-Kola, Hire's Root Beer, Colgan's Gum, Coca-Cola, Monon Route and General Arthur cigars are the posters that are now on the boards here. Business very good with the bill posters, as well as distributors.

### From Williamsport.

George H. Bubb, of Williamsport, Pa., handled advertising the past month for The Adams & Westlake Company of Chicago, makers of the Adlake Bicycle. They use a fine sixteen sheet. Also done tin signs for the Enameline Company, a renewal of twenty eight-sheets for Liggett & Myers. They have held space since last November. Also a renewal of two hundred two-sheets; five hundred one sheets, and ten thousand cardboard folders for the Saegertown Mineral Spring Company.

Dr. Sine, our leading dentist, is trying billboards with a two-sheet frame. The press of the Donaldson Lithographing Company have the third renewal of paper from the Van Camp Packing Company.

John Robinson and Franklin Bros circus billed the city heavy for June 2, and turned people away at night performance.

Have just erected a fine 150 foot board at Newberry, a suburb of this city.

The "Hub" of Chicago has abandoned the boards in that city, largely, they claim, on account of the discourteous and unmercantile methods of R. C. Campbell.

A crusade on loud posters is to be opened in Topeka, and an ordinance is now being prepared to prohibit the posting of such pictures on the billboards. The ordinance is aimed at posters which often picture the human figure with but little drapery. The Social Purity League is behind the movement.

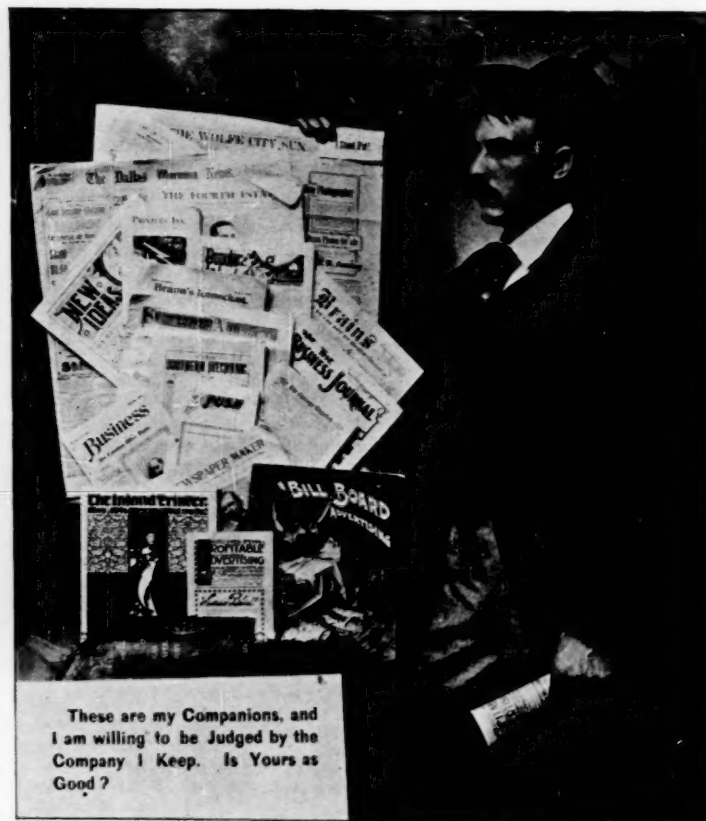
T. R. Bentley, of Guthrie, Okla., has one of the best fields for large advertisers in the country. The prospects in that territory are very bright, big crops and plenty of money. Mr. Bentley is a thoroughly reliable bill poster.

Posters—you see them everywhere all the time.

Every bill poster should have on hand several reams of salmon and cherry colored poster, cut in strips 7x42 inches, and use it around his commercial posters. It will please your customer and make new ones for you.

W. R. Burnitt, the bill poster at Ardmore, Ind. Ter., is one of the competitors in the H.-O. poster contest.

The poster is growing more and more popular with publishers, especially with publishers of daily newspapers and magazines. It reaches all sorts and conditions of people, *in fine*, ALL THE PEOPLE.



H. S. Ellis, Advertisement Artist, Wolf City, Texas.

Geo. Castner, for thirty years city bill poster at Syracuse, N. Y., has embarked in the show business. In partnership with Harry Moore he is about to put out Moore & Castner's greatest Uncle Tom's Cabin show on earth. Mr. Castner is also prominently mentioned as a candidate for vice-president of the A. B. P. A.

Geo. Knox, of Meadville, Pa., like Henry Tyner, of Springfield, O., would like to see the Inter-State and the A. B. P. A. consolidate.

past owing to an attempt of Harbison's to mulct them in exorbitant rates. It seems, however, that the announcement is premature. The Big Four Railroad, who own the lot, say that the deal is not yet made, and great pressure is being brought to bear upon the railroad officials by showmen to prevent its being consummated.

Geo. W. Vansyckle has distributed twenty-two thousand circulars for the Dr. Chase Company, Philadelphia; 5,500 books for the Butterick Publishing Com-



# WHAT THE DISTRIBUTORS ARE DOING

A special convention of the International Association of Distributors will be held at the Leland House, Chicago, July 22. It is open to all distributors, and bill posters who make a specialty of distributing, are earnestly requested to attend.

W. H. Steinbrenner seems to be about the only available man for secretary and treasurer of the International Association of Distributors.

Jas. M. Hill, of Nashville, Tenn., will attend the International Association of Distributors convention. Mr. Hill is an enthusiastic member of this organization and a firm believer in its ultimate success.

If the International Association of Distributors can only succeed in convincing the advertisers of the country that their service is reliable, the success of the association will thereafter be assured. The easiest and surest way is to guarantee it. If the members at large are pledged to reimburse advertisers for loss, they will be exceedingly careful how they admit new members. A man will be pretty thoroughly investigated before he obtains his certificate, and it will be difficult indeed for any save reliable men to get into the organization.

Thos. Kain, of Middletown, N. Y., who publishes *Our Advertiser*, a bright little monthly, will attend the convention of the International Association of Distributors. Mr. Kain is a thoroughly reliable distributor, and in addition to his distributing business manages the baseball club at Middletown.

The possibilities of house-to-house distributing are almost infinite. As a direct and economical means of reaching the public it is probably unsurpassed by any other known method where extended description or argument is required. It would seem, therefore, that an association of those engaged in the business which shall have for its object the development of the business is a thing to be desired and encouraged. The International Association of Distributors has always been the particular organization of all that has come nearest to attaining this end, and if reorganized on the lines outlined by the men who are going to gather at Chicago on the 22d of this month, it should accomplish much good and prove a source of great benefit to all persons engaged in the business.

Distributors can obtain the rate of one and one-third fare for the round-trip to Chicago, which the railroads have extended to members of the Inter-State Bill Posters' Association by conforming to the directions in another column.

J. E. Stroyer, of Rochester, N. Y., will attend the convention at Chicago.

Cincinnati, O., June 26, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir—I am receiving letters nearly every day from distributors from all parts of the country asking me for advice on how to secure work in their line of business, and as it takes up too much of my time to answer all with a personal letter, I hope and trust you will allow me the space in your valuable journal to make a reply to all. Here is a fair sample, of which I only quote a few lines (dated Morganfield, Ky., May 28, 1896):

"I will appreciate any information that you can give me about the business, but as others will appreciate the same information, I would suggest that anything that you can say in the interest of circular distributors should be published in BILLBOARD ADVERTISING for the benefit of all. [Signed] NAT WILLIAMS."

I owe all of my success first, to personal letter soliciting (I never use a printed circular); second, to the International Association of Distributors; third, doing all work I get thoroughly, by employing reliable men, whom I look after carefully; fourth and last, but not least, advertising. Right here I want to say something about advertising.

I have tried almost every journal that accepts distributors' advertisements, and have had results from but one, and that is BILLBOARD ADVERTISING. I gave them all a fair test, most of them a year, but they proved no good. It has been quite different with (the only) your journal, while it did not pay me in the start, I soon found it had the pulling qualities and reached the class whom I wanted to do business with, and now I have some of the largest advertisers as my customers.

I notice a great many distributors advertise only at rare intervals or do not advertise at all. That is where they make a bad mistake. I would advise them, advertise continually, keep it up, or do not advertise at all. In conclusion will say, keep your name before the advertiser, by advertising in BILLBOARD ADVERTISING. Subscribe and read it yourself, join the International Association of Distributors, and if there is the making of a successful distributor in you, do this with what other advice I have given, and I'll guarantee you will succeed.

Yours truly,

W. H. STEINBRENNER.

### One Letter Wrought the Havoc.

A certain bachelor editor of a northern Iowa town is in a predicament, so an exchange avers, as the result of a careless proofreader. Having occasion to apologize to his readers for a delay in issuing his paper, he wrote: "We beg the indulgence of our readers for being a day late this week. Our failure to get out on time was on account of the physical demoralization of the editor, caused by sleeping too close to the boarding-house window." The cussed compositor set the last word "widow," and the proofreader failed to discover the omission of the "n."—*Our Advertiser*.

The Peru bill posting ordinance, which prohibits anyone save the city bill posters from posting bills or distributing them, will be tested in the courts by P. J. Becker, a shoe dealer, who has been arrested for violating it. He will appeal to the circuit court if fined.—*Streator Ill., Free Press*.

### FRONTISPIECE.

Our frontispiece this month is a portrait of H. J. Anderson, manager and sole owner of the well-known Enquirer Job Printing Company, Cincinnati, O. This concern has achieved an enviable reputation as producers of high-class posters for theatrical and commercial usage. They are designers, lithographers and general job printers, and their facilities are such as to enable them to lay claim to being one of the most complete plants in America.

Mr. Anderson is decidedly averse to having his portrait used in this manner, and we had to obtain it surreptitiously. Consequently we can not give as full and accurate an account of his career as we would like to.

He was born in 1847 at Parkside, a little hamlet seven miles from Liverpool, England, and while yet a mere lad came to America, landing in New York in 1863, during the height of the rebellion. After serving in various establishments in the East he went West and obtained a position with the *Courier-Journal* of Louisville.

From Louisville he came to Cincinnati and started the manufacture of playing cards. This business he sold out and it formed the nucleus of the famous Russell-Morgan Company, whose cards are now used all over the world.

Fourteen years ago he entered the employ of the Enquirer Job Printing Company as foreman and rose steadily to superintendent, then manager, then president, and is now sole owner of the mammoth plant.

Mr. Anderson is a man of pleasing personality and sterling integrity, and it affords us great pleasure to testify that he fully merits the unqualified success he has achieved.

### A. B. BEALL, OF SIOUX CITY, IA.

Our attention has been called to an article in the official organ in which the above named gentleman seeks to convey the impression that he has never applied for admission to the Inter-State Bill Posters' Association, and that he is still loyal to the A. B. P. A. We are sorely tempted to ignore the article and treat it with the silent contempt it so richly merits. Such a course, however, in the minds of many would be equivalent to an admission on our part that we had erred, and we can not allow such an impression to exist. Mr. Clarence M. Runey has kindly furnished us with Mr. Beall's correspondence, and as we write we have before us Mr. Beall's application. It bears date of May 9, and is made out on a regular application blank. The name of A. B. Beall is duly appended and his bondsmen are H. S. Rounds and J. H. Cannody. Abel Anderson, president of the N. W. National Bank testifies that the bondsmen are good.

The application is accompanied by Mr. Beall's check for the customary initiation fee. It is drawn on the Sioux City National Bank, of Sioux City, in favor of C. C. Maxwell, Treasurer.

We propose to dismiss the matter with the foregoing simple statement of facts. We will merely add that we have shown the correspondence, application and check to Burt B. Chapman, of the Chapman Bill Posting Company, of Cincinnati, O., who are members of the A. B. P. A. Our statement may be verified and confirmed by writing to Mr. Chapman.

## Poster Printers

The following terse announcement reached us June 26:

NOTICE.—I am instructed to notify you that the Ledger Job Office will go out of existence July 1, 1896. Please send statement of your account to July 1. LEDGER JOB OFFICE.

THOMAS S. DANDO, Manager.

June 24, 1896.

The Empire Show Printing Company, of Chicago, which has been operating under an assignee, has finally stopped altogether. Ringling Bros. and various other showmen who patronized it, took their work over to the Central, only to find out that they would have to move it again.

The Enquirer Show Printing Company, of Cincinnati, O., is very busy. They are running night and day.

The Gribler Bank Note Company chat-tels and effects have not yet been sold. The assignees are encountering great difficulty in finding a purchaser.

Hennegan & Co. have been compelled to move their plant to the large and commodious Missouri building at 719 and 721 Sycamore Street, Cincinnati. The growth of this concern has been marvelous, and their cramped quarters in the Donaldson Lithographing Company's building have been much too small for a long time past. Their new building will afford them ample room to grow. They have added three new cylinder presses, which doubles their capacity.

We are in receipt of one copy each of the Correspondent Route Book, the Correspondent Date Book and the Correspondent Vest Pocket Date Book. They are without doubt the most ingenious of all the date books. The arrangement of each is simply perfect.

P. B. Haber is a show printer and a bill poster combined. He is an enthusiastic member of the Inter-State Bill Posters' Association.

The Calvert Lithographing Company, of Detroit, Mich., is one of the largest poster printing establishments in the world. They have closed another big contract with the California Fig Syrup Company.

The Empire, Central, Shober and Carqueville, the Gribler and all the others that have failed, make one feel inclined to believe that Chicago is a veritable graveyard for poster printers.

The Donaldson Lithographing Company has added four new Hoe presses. The two floors formerly occupied by Hennegan & Co. will be used to accommodate the new battery of presses.

# Billboard Advertising

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
BY  
BILLBOARD ADVERTISING CO.,  
**JAMES H. HENNEGAN, Manager.**

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

*Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brestani's, 17 Avenue de l'Opera. The Trade supplied by all News Companies. Remittance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscript.*

*When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.*

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

JULY 1, 1896.

DIFFERENT bill posters doubtless hold different opinions as to what should constitute an ideal association of bill posters. There is one point, however, on which it would seem that they should agree unanimously. We refer to the object of such an association—that is, its prime object.

This should surely be the development and upbuilding of the business of bill posting; or, in other words, the popularizing of the poster.

This principle should be the foundation upon which all the remainder of the edifice of organization is reared. Every clause in the constitution, every rule and by-law of the association should be framed with this object in view. No association can be really great or beneficial until this axiom is recognized and adopted.

\* \* \*

It is needless to observe that such an association would not be a "close" association, and yet it could be protective; in fact, in this respect it would develop a degree of efficiency which a "close" association could never hope to attain, for in time it would embrace all bill posters of real worth and recognized standing, and having embraced them all, it could govern them all. The evils attending existing opposition would be reduced to the minimum, and those controlling exclusive franchises would enjoy practical immunity from encroachment upon their domains, for the authority of such an association would be well-nigh absolute.

A bill poster who could not obtain membership in such an organization would be an alien and an outcast. He would be regarded by advertisers with suspicion and distrust, and would soon cease to be even an annoyance.

THE Inter-State Bill Posters' Protective Association is fashioned on these lines and though as yet only in its infancy, its wonderful growth and popularity demonstrate conclusively that bill posters in general believe that the right cue has finally been found. They believe that there must be some good and sufficient reason for the reluctance on the part of advertisers to adopt the boards. They argue, and rightly too, that no other medium is so potent, powerful and economical as the poster, and that therefore its worth should be generally recognized.

The old association has had ample time and opportunity to prove its value as a means to effect this end, and has failed, consequently they are anxious to give the new organization an opportunity

At this writing 112 bill posters have written us, assuring us of their intention of attending the Chicago convention, and this number will probably be augmented considerably by the time the convention assembles.

\* \* \*

It is difficult to predict just what the result of the Associated Bill Posters' convention will be. While there is no denying the strength of the Liberals, and their disgust with the manner in which the Association is now conducted, there is a probability that they will not muster their full strength at the meeting. Many are strongly disposed to abandon the fight, and go over bodily to the Inter-State, and this will weaken the movement materially. To offset this, however, the gang will suffer a corresponding falling off in their supporters, who, fearing a stiff assessment will be levied on those in attendance to meet the large and pressing indebtedness of the organization, will also be missing. It seems impossible for the two factions to avoid a clash, but the outcome in either event excites but little interest.

\* \* \*

AN earnest effort will be made to reorganize the International Association of Distributors, at Chicago. It is to be hoped that it will meet with success.

There is a wonderful field and opportunity for this form of publicity, but it needs to be fostered and developed. This can never be accomplished without associated effort and united action. Many existing abuses must be corrected—and they must be corrected by those now engaged in the business.

It is high time they united and agreed upon some general plan to this end. Distributing is second in importance only to bill posting, and the wonder is that it has not long since received more attention.

## OFFICIAL CALL.

Chicago, July 1st, 1896.

To the officers and members of the Inter-State Bill Posters' Protective Association, and all Poster Printers and Advertising Contractors:

### GREETING—

I respectfully notify you herewith that the second annual convention of the Inter-State Bill Posters' Protective Association, will take place at the Leland House Chicago, Ills., July 21, 22 and 23, 1896. The meeting promises to be thoroughly representative and also bids fair to be the largest gathering of bill posters that has ever assembled in this or any other country. On this account, much weight, influence and authority will attach to the findings of the convention, and it is to be hoped that all members will report promptly at 10:30 A. M., Tuesday, July 21, when the preliminary session will be called to order, and arrange to stay until the meeting adjourns Thursday evening, July 23.

Middlemen, advertising agents and poster printers, are cordially invited to attend, and are notified herewith that there will be no executive or star chamber sessions, from which they will be excluded. On the contrary, no measures will be discussed or adopted which will not bear the brightest light of day and the most free and open discussion. Furthermore, visitors may rely upon being received with the utmost courtesy and hospitality.

Business of the utmost importance to the craft at large, will be transacted.

Respectfully,

P. F. SCHAEFER,  
CLARENCE E. RONEY, Pres't.  
Sec'y, Waukegan, Ills.

American posters are the best posters in all the world. Some few cranks and critics (?) prate wisely of Cheret in France, and Beardsly in England; but America has Asa Cassidy, Harry Ogden, Dan Smith, Gus Bandlow, Harry Bridwell, Al Moores, and a half a dozen others, any one of whom towers head and shoulders above any living foreign artist.

The most valuable location to any retailer in any town is his store front and windows. It is needless to add that they should always be live advertisements.

George Chockley, doing sign tacking for the James Pyle Pearl Line Co., was arrested in Asheville, North Carolina, last week and fined \$8.50, which amount was increased by \$5 lawyer's fees, for posting the city without a license. Chockley claimed that "tacking" was not posting but failed to so convince the authorities.

To allow the deficit created by the gang to remain longer unprovided for, will amount to practical repudiation. The floating indebtedness of the A. B. P. A., is large and imposing. Many of their obligations are long since past due. Will they pay or repudiate?

## CHICAGO.

### THE LELAND HOUSE.

#### Inter-State Bill Posters' Convention July 21, 22 and 23.

"All roads lead to Chicago." It is intimated that this phrase was coined by some modest denizen of the Windy City, but just at this time there can be no doubt of its verity, at least as far as bill posters are concerned. Throughout the length and breadth of the land the eyes of the knights of the brush are turned towards the future metropolis of the nation, and at 10:30 A. M., on Tuesday, July 21, when President Schaefer, with gavel in hand faces the convention, he will look out upon the largest gathering of bill posters that has ever come together in the history of the craft.

Never before has so much interest, so much zeal, earnestness and enthusiasm been manifested in a convention as has obtained on this occasion. It does seem as if every member of the organization had pulled off his coat and worked for its success, for the past month. On another page we give a list of those bill posters who will be present. At this writing it comprises over one hundred names and every mail that reaches us augments the list.

Examine it and you will find that they are coming from far and near. The East, the West, the North and the South will all be represented. Large cities and small towns will both turn out strong, and besides bill posters, there will be middlemen, advertising agents and many advertisers who are interested in bill posting.

The poster printers will also be there in force and taken altogether, the meeting is likely to prove not only the largest and most thoroughly representative on record but the most important ever held.

The Leland House is one of the best hotels in Chicago, splendidly located and admirably conducted. It offers a special rate to bill posters.

The reception committee will see that all visitors secure hotel accommodations at rates within their means. All inquiries in regard thereto should be addressed to the Chairman, Mr. P. F. Schaefer, 395 W. Harrison St.

Special badges of handsome design have been prepared for delegates and members which will prove an open sesame to all places of amusement, and besides, all remaining over until Friday will enjoy a day's outing replete with entertainment of varied nature including a ride on the lake and culminating in a big banquet in the evening.

Everybody attending is thereby assured of an enjoyable visit and a profitable sojourn.

### REDUCED RATES.

All railroads east of Idaho will make a rate of one and one-third regular fare for the round-trip to members and delegates attending the Inter-State convention at Chicago, July 21-23, 1896. When you pay your fare tell the ticket agent where you are going and get his receipt upon a certificate, which is furnished free of charge upon application.



**HAND PAINTED POSTERS.**

**WHAT SHALL WE CALL THEM?**

The many awkward ways we have of expressing this unique and comparatively new commodity we think calls for a special name. Siebe & Green call them "lithograph paintings," which is rather a misnomer. "Hand Painted Poster" is lengthy and does not "tell it all." I offer the word *Paintograph*, which I think is *simple*, appropriate and expressive. Lets call them "Paintographs."

One of the first things that strikes the eye on the levee in St. Louis is "Battle Axe Plug, The Largest Piece of Good Tobacco Ever Sold for Ten Cents," etc. Painted in huge letters on a background of blue on nearly all the elevators and business buildings yet standing amid the general wreckage at that place, it stands as a monument to the enterprise and ingenuity of these extensive advertisers. While St. Louis people are in no mood to read advertisements, now it is impossible to help seeing them, and these ads will in all probability sell Battle Axe Plug long after St. Louis is straightened out of the chaos that now reigns, where prosperous business was once carried on. —H. C. Storrs in *Printers' Ink*.

We have before us the *Modern Sign Writer and Up-to-Date Ornamentor*, \$2.50, R. Henderson, Publisher, Newark, N. J., a book worthy of a prominent place in any sign shop.

**AT IT AGAIN.**

Poor little schoolmaster, he has had to dig up again one of his "boys" caught

red-handed in falsifying the circulation statistics.

The *Argus News*, of Crawfordsville, Ind., branded on the oath *liar* in display type by *Printers' Ink*, of May 13, and still bill posters and advertisers of that kind are the *only unreliable* kinds.

Twenty-four newspaper liars caught in the last eight years, ten in the past year, and two months more to hear from! Nothing said about those who were *not caught*. It seems the craft is retrograding, getting worse as they are getting older. Oh tempora! Oh mores! Oh H — 1!

IF?  
Any person unbiased by prejudice can habitually read the columns of *Printers'*

The Day Advertising Company, of Dayton, Wash., have splendid references, among them a senator, a judge and a bank president.

**A SHANTY-TOWN IDYL.**



D'AUBER—the celebrated artist, out for a morning stroll—"Very good, my man; but let me take your brush for a moment."  
SCRUBBINS—who has painted a rush sign on Mrs. Gilhooley's door, while that lady was out—"Certainly."  
(And the goat looked on from above.)

**PRUDES IN KANSAS.**

A committee of the Topeka Ministerial Union appeared before the city council last night and asked for the passage of an ordinance prohibiting the display in public of show bills and pictures which presented the female form divine unclothed in shirt waist and skirts. Speeches were made by Rev. Richard Wake, Rev. G. D. Olden and Mrs. Van Cleave. The matter was referred to a special committee.—*Kansas City Journal*.

To-day J. T. Elmore, of New York, National Solicitor of the Inter-State Bill Posters' Association, was in town calling upon Secretary C. E. Runey, and looking over matters preliminary to the national convention of bill posters that is to be held at the Leland Hotel in Chicago, July 21-23, inclusive. Indications now are that the genial junior member of the firm of Runey & Son will receive the National Secretaryship at the coming convention, a position he is by experience and attainments well qualified to fill.—*Herald, Waukegan, Ill.*

**SPREADING OUT.**

The Southern Bill Posting Co., with headquarters in this city is spreading out and now covers all the territory for a hundred miles or more around Knoxville. Manager E. C. Barnes has just returned from Asheville, N. C., where he secured the billboard privileges of that city. He also secured the advertising for the theatre at that place.

This company stand leader in their line and now covers more territory than any other advertising company in the south and have wrought wonderful changes in their line of advertising in this city and surrounding towns since their organization in 1892. Many holes and unsightly places have been hidden from view by elegant billboards covered with imposing posters and large bulletins displaying beautifully painted signs which now line our prominent streets, car lines and thoroughfares and many rough blank walls have been made pleasing to the eye by catchy advertising signs.—*Knoxville Tribune*.



D'AUBER—"By a few deft strokes, I will convert this unprepossessing, nude figure into something more attractive." (Paints on.)  
SCRUBBINS—in deep admiration—"You're a peach!"  
(Mrs. Gilhooley has entered the rear door of the villa, and the goat approacheth.)  
D'AUBER—"You see, the female figure is always more—"

*Ink*, a journal for advertisers published at 10 Spruce Street, New York, in the interests of The Geo. P. Rowell Co., otherwise the American Newspaper Directory, in a jolly way called the "Little Schoolmaster," and fail to become imbued with the idea that he, the "Little Schoolmaster," is not constantly doubting the statements of his most interesting flock, will say so, I will then try to be good and never say another word "agin it." The very "overcoat of the Little Schoolmaster" is branded with doubt in the two issues of May 6 and 13.

In advertising, as in every other branch of business, there is no substitute for an ardent, sincere, thorough-going earnestness.



"Striking! \* - ! \* ! \* - \* - 7771



In regard to the question as to whether fakirs should be obliged to pay in advance, it seems to us that there is too much leniency on the part of secretaries toward traveling or transient fakirs. Secretaries of County Fairs as a rule, are good natured, easy going men, while the fakir is generally speaking, a man who will do you if he can. They plead poverty and poor business, and just at the last moment, like the witches in Macbeth, they make themselves air.

They are used to it. Many of them come to a fair never intending to pay a penny. With local people buying privileges, credit may go. But if the secretary wants to do business in the right way he will make the foreign fakir fork up in advance.

Don't be unmanned if a cheap Johnnie protests his poverty. "If you have tears" don't let them get the better of you. Insist on the coin before you let his royal fakirship on the grounds, and you will get it. Nine out of ten of them will go down into their pockets and fish up a roll of bill that will surprise you, and rather than go away, pay in advance. The experience of the many secretaries is, that these fellows do them year after year, and unless they get the money in the first instance they never get it at all.

An attraction that cannot fail to prove a success on Children's Day, is that of little Charlie Kinzer, of Canton, Ohio, with his trotting dogs. Charlie is a thoroughly up-to-date kid and has succeeded in training one of his dogs "Sheppe," down to 1/2-mile in 1 21.

Pneumatic sulkies and fine trappings make this a good attraction. He has five of these canine campaigners.

Kennedy Bros., of Bloomington, Ill., have an educated pair of running steers. They are booking as special fair attractions.

The Doubt Family, under the management of Frank K. Davis, Rock Island, Ill., is a musical organization ready to sign as an attraction.

One of the things that every fair manager ought to have is a self-locking, self-registering turnstile, such or similar to the ones in use at the World's Fair. One of these turnstiles is sufficient for the ordinary county fair, and with its use there comes to the secretary a peaceful feeling of security that can be obtained in no other way.

A turnstile makes a dishonest gatekeeper into a useful and honest man for a week at least, and will more than pay for itself the first year. It is a sure cinch on ticket brokering by the gatekeepers.

### The General Admission Ticket.

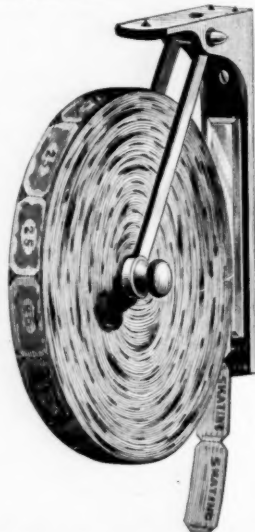
One of the most important questions requiring a correct solution is the General Admission Ticket.

What style of a ticket shall it be? Where will it be had? What assurance is there that duplicates will not be struck off?

And on the question of tickets it may be said that a ticket which may give entire satisfaction to the committee for a chicken pie sociable, is likely to prove unsatisfactory to the secretary of a fair.

In the fair business it is necessary to have a ticket that can, first, be counted quickly; second, be sold quickly.

The ordinary country printer has not got the facilities for furnishing this kind of a ticket. To be sure he can print "Admit One," etc. on any number of pieces of card board, but this is not what the fair manager needs. He needs a ticket that he knows is accurately counted when he gets them.



The above cut represents a ticket that cannot be surpassed. It is the notched strip ticket, manufactured by the Globe Ticket Co., of Philadelphia, Pa.

These tickets come in rolls, each roll containing exactly 1,000 tickets, consecutively numbered from 1 to 1,000, and so rolled that ticket number 1,000 reels off first, thus enabling the greatest possible accuracy and convenience in accounting for tickets. The roll of tickets revolves on a reel which is screwed to the table or wall. They are a good thing. The old style of ticket wants to be laid on the shelf as out of date.

The following is an extract from a paper written by R. A. Etter, secretary of the Green County (Wisconsin) Fair, on the subject of Premiums:

In the various classes comprising the ladies'

departments, I wish to make one suggestion. It appears to be the custom of most of the societies to pay a premium of from one dollar to two dollars for first premium and about fifty cents to one dollar for the second premium. This affords a splendid opportunity to professionals who make it a business to follow the fairs and exhibit their goods. Of late years this has been done to a considerable extent, and while it is true that they make a splendid display, it is hardly fair to the local ladies. It has a tendency to discourage them, and thereby the real object of the society is thwarted. I would therefore recommend that all professionals be prohibited from entering in these departments, and that each society offer a special premium for the best general display by professionals. In the boys and girls' department, I would recommend that a third premium be offered, even if the total premiums be not increased. I would reduce the first and second so as to make the third. We made this change two years ago, and we found that it pleased the little folks very much, and that our entries in these departments were more than doubled last year. The amount of premiums in these two departments is not of as much importance as the number. Every premium received, be it ever so small, pleases and encourages the exhibitors, and they are the ones upon which will depend the display of future fairs. I have given you my opinion regarding classes and departments upon which premiums should be increased, and will now endeavor to point out instances whereby some of us, at least, might economize.

The examination of ten premium lists of last year's fairs shows premiums offered to the amount of nearly \$400 for the best displays of farming implements. Now, while I do not contend for a moment but that it is perfectly proper, and in fact an essential feature, to have a display of farm machinery at an agricultural fair, I do insist upon a display. Many of you will no doubt agree with me, that since the manufacturers of threshing machines, engines, harvesters and binders have agreed among themselves not to exhibit at any of our fairs, our displays in this line have been a farce. The few plows, drags, etc., which are usually exhibited by the local dealers, are not worth a dollar to the fair. And, under these circumstances, I would abolish the cash premium and offer diploma in place. The same ten premium lists also offer about \$400 in premiums to manufacturers of carriages, buggies, etc. This is another instance where we might economize. The manufacturers of these goods can afford and will exhibit them without the cash premium. Likewise can the merchants, with their various displays, also the manufacturers of pianos, organs, sewing machines, etc. The society that erects and maintains a building for their use and furnishes from 1,000 to 10,000 people daily during the fair to examine and inspect these goods, does more for them than the small cash premium that we can afford to offer. They, themselves, I believe, are willing that we should use this money elsewhere, especially so if we can demonstrate to them that we can use it to increase the attendance. I am also of the opinion that the various societies of the state pay out annually quite a large sum of money to articles that are really unworthy. I find that in fifteen classes of our premium list last year, consisting of 513 different lots, there were 112 lone entries, without any competition whatever. It goes without saying that each of the 112 was awarded first premium, regardless of merit. It is fair to presume that somewhere the same ratio will apply to the other fairs of the state. If so, this demonstrates the fact that thousands of dollars in premiums were paid last year by the fairs of Wisconsin to articles that were not compelled to compete. Some of the societies have adopted a rule instructing committees to pass without award all articles which in their judgement are unworthy. All who have tried this rule are ready to pronounce it a failure. The committees will not enforce it, and it is hardly fair to except it of them. In view of this fact, I would recommend that one of the conditions of entry in all classes where no entry fee is charged be that all articles without competition be entitled to 50 per cent. of first premium only.

To the Editor of BILLBOARD ADVERTISING:

The Rhode Island State Fair Association has projected an amusement idea of magnitude and novelty for its forthcoming fair in September next. This is a series of *bona fide* balloon races on each day of the fair. In addition to a guar-

antee to each aeronaut making a successful ascension, two hundred dollars per day will be awarded in prizes. It is contemplated to start off ten balloons each day. The affair promises to be highly successful and enterprising. Aeronauts can reap glory and profit through this race. The entry list will be open until July 10.

RHODE ISLAND STATE FAIR ASSOCIATION.

## FAIR NOTES.

### QUESTIONS AND ANSWERS.

In answer to the questions in the last issue of BILLBOARD ADVERTISING.

1. How do you manage the Helper's Ticket problem?

2. Who ought to come into the gate free?

The following from the Lone Star State will be of interest:

Editor BILLBOARD ADVERTISING,  
Cincinnati, Ohio.

Dear Sir—I have been a subscriber to your magazine for some months. I like it. Think it is the best thing of the kind in the United States. I enclose short contribution to your "Fair Notes" and may send others from time to time. I hope this feature will produce a decided success.

1. We allow one owner's and two helpers' tickets to each horse, but require payment of stall rent before tickets are issued. Even with this liberal allowance horsemen sometimes kick and clamor for more. I think that one, or at the very most two tickets for each horse would be sufficient. If a rule of this kind was enforced many of the "hangers on" who are objectionable to the fair managers as well as to the better class of horsemen, might be gotten rid of.

2. My opinion is that none but active working officers of the Association should be admitted free. I think it would be better for the fairs and for the newspapers to do away with the complimentary passes. Let the Fair Associations pay the newspapers for all the advertising they do, and the newspapers pay the Association for their tickets. This in the end would prove satisfactory to both parties.

I am pleased to see you have started your column of Fair Notes. Think it will prove interesting and beneficial to all persons interested in County and State Fairs.

Yours truly,  
L. K. TARVER,  
Sec. Bell County (Texas) Fair Association.

More improvements have been made on the Chippewa Falls (Wis.) fair grounds than on any other in the State in the last two years. The merchants of the city took the matter in hand and interested the County Board in the improvements, and with their assistance made large additions. The location is a beautiful one, and with the new buildings presents a fine appearance. The County Fair meets September 14-16, and is followed for three days by the Northwestern Wisconsin fair, which is a union of several counties. The attendance promises to be large.

J. H. Johnson is superintendent of speed at the Bushnell fair, Bushnell, Ill. \$10,000 in premiums is offered by the new circuit, consisting of Wyoming, Ill., Spring Valley, Kewanee and Princeton. C. B. Riggs is General Superintendent of the Saybrook (Ill.) fair. Marion C. Reiter, secretary of the Fulton County fair, Rochester, Ind., claims that they have the best half-mile track in northern Indiana. It has a pace record of 2:16 by Deck Wright, owned by Dan Hisey, of Rochester, Ind. "The Eastern Farmers' Carnival" in a catchy headline evolved by John Guild Muirhead, secretary of the great Inter-State fair at Trenton, N. J.

America's Famous Death Defying  
**AERONAUTS.**

**LeROY SISTERS.**

Justly styled the Dauntless Queens of the Air



Now arranging dates with the leading  
Parks, Summer Resorts, Fairs, Celebra-  
tions, etc., for single and double

**BALLOON ASCENSIONS.**

Balloon Races, Sensational Night Ascen-  
sions, all with Parachute Leaps. The  
greatest drawing attraction in America.  
Notice to Managers: We furnish everything  
complete, take all chances on weather and  
property and guarantee every ascension as per  
agreement or don't ask a cent of your money.  
Furnish all kinds of printing. For terms and  
particulars, address

**LEROY SISTERS.**

BILLBOARD ADVERTISING, Cincinnati, O.

THE NINETEENTH ANNUAL FAIR of

**PEPIN CO. AGRICULTURAL SOCIETY**

Will be held at Durand, Wis., Sept. 23, 24 & 25,  
1896. We have the best half-mile track in the  
state, pleasant grounds, good accommodations  
all round, and always have a successful Fair.

P. J. RYAN, Pres't. J. J. MORGAN, Sec.

**SECRETARIES!** If you want to make your Fair a  
success, use Advertising Novelties.  
Puzzles, Money, Duck Caps, Fire  
Crackers, Advertising Soap, Gum Labels, and a thousand and one things.  
Send for prices and samples, quick. For references, John Guild Muirhead,  
Secretary, Interstate Fair, Trenton, N. J. Write him as to our goods.  
He has used them for years.

**Palmeris Novelty Adv. Co.,**  
BROOKLYN, N. Y.

Entry Books and Account Books  
FOR  
Fair Managers.

My Books Fit the Business. Pull out of the rut and ride on the rail.

The old system was good enough in Noah's day, but there  
has been an idea or two even in this business since he was  
secretary of The First County Fair.

Send for Sample Leaves, \_\_\_\_\_  
If you want to pay \$5.00 for a good thing.

*Arthur Rabbitt*

Ass't Sec'y Wis. State Fair.

MADISON, WIS.

**The Pickaway Breeders'  
Association Company.**

**State Fair and Races--- Circleville, Ohio.**  
July 21, 22, 23, and 24, 1896.

W. E. MORRIS, Pres't.

W. S. SMITH, Treas.

A. J. GRIGSBY, Sec'y.

**EXCELLENT RACES. LARGE PURSES.**

**PRIVILEGE RENTERS, Attention.**

Fair of the **BERKSHIRE Agricultural  
Society** occurs at **Pittsfield, Mass.,  
Sept. 15 to 17, 1896.** Space 8 ft. in  
depth, at \$1.00 per front foot. Fair  
open evenings. Write at once to

**LUTHER L. ATWOOD,**  
Supt. of Rentals, **PITTSFIELD MASS.**

**A Great  
Fair Attraction.**

**Kemp Sisters**

**Hippodrome and  
Wild West,**

**Congress of Fancy and Rough  
Riders and Crack Shots.**

**G. P. KEMP,**  
Managing Proprietor,  
Permanent Address, **EL PASO, ILL.**

**PRIVILEGES**  
Parties desiring any of the priv-  
ileges of the McIntosh Agricul-  
tural So. Fair will please write to  
**C. F. LANMAN, Sec'y,  
McIntosh, Minn.**

**Stevens Point, Wis.**  
**AUGUST 25-27, 1896.**

We want special attractions. We want bids  
for wheel, pool and other privileges.

**GEO. E. OSTER, Sec'y.**

We make prices to suit the times. Are prepared to figure on the entire  
attractions for Fairs. Very close terms for Circuits.

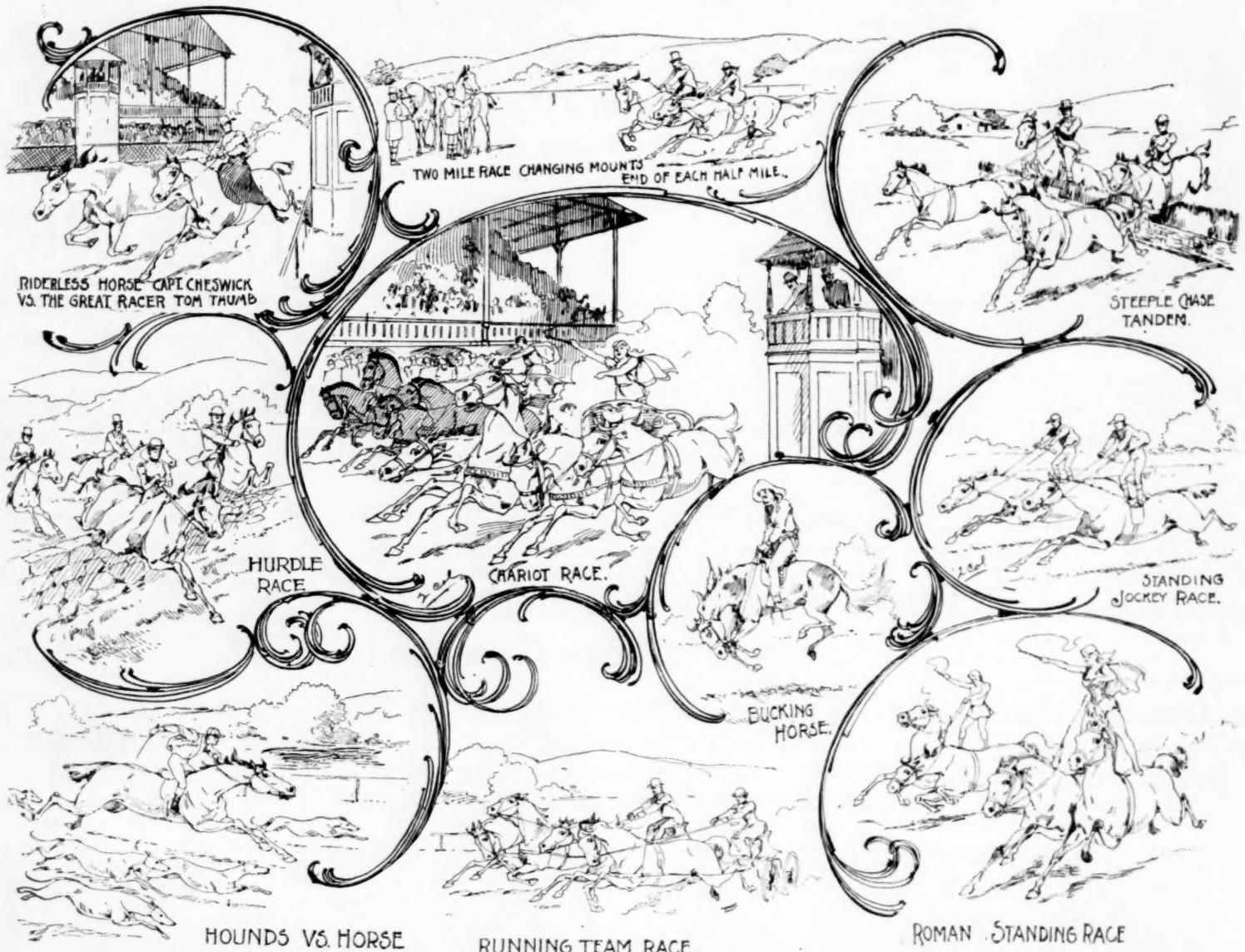
**AMERICAN AERONAUTICAL  
AND AMUSEMENT  
ASSOCIATION.**  
OPEN AIR ATTRACTIONS  
OF ALL KINDS. BUILDERS  
OF HIGH GRADE  
**BALLOON PARAPHANALIA**  
THE FAMOUS AERONAUTS AND  
ORIGINATORS,  
**GRAVES-LINSON.**  
ON EARTH AT

Portraits of **Lowell Graves**, **Edward Linson**, and **THE Explorer**.  
A hot air balloon and a bicycle are also depicted.

Correspond with us. Address, Box 425, Kansas City, Mo., and Put-In-Bay,  
Ohio. Or Geo. Linman, Sole Eastern Agt., 104 E. 14th St., New York.

THE GREATEST OF ALL SPECIAL ATTRACTIONS!

# Cook's Royal Roman Hippodrome and Equine Paradox.



NOW BOOKING FOR THE FAIR SEASON OF 1896. FOR TIME AND TERMS, Address, JAY COOKE, Business Manager, PERU, IND.

## The Great Hanner Balloon Co.

FURNISH

Special Attractions and Features for Fairs.

- Balloon Ascensions,
- Parachute Drops,
- Trapeze Performances,
- Slide for Life,
- Bicycle Acts,
- Tight Rope Performance,
- Tower Dive,
- Chariot Races,
- Roman Races.

Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine.

Our artists are the champions in their respective lines and are featured with special posters and lithographs, which we furnish. Address,

C. E. HANNER, Secretary, CINCINNATI, O.



STILL AT THE FRONT.

## WALTERS MERRY-CO-ROUND AND BALLOON ASSOCIATION.

THE CAREFUL AND RELIABLE AERONAUT.

Balloon Ascensions With Trapeze Performance and Parachute Descent.

Special Attractions for Fairs, Parks, Celebrations, etc.

Address, A. WALTERS, PINGREE, MO.

J. A. FULLER City Bill Poster

# Albert Lea, Minn.

6000 FEET OF BILLBOARDS.

SPECIAL ATTENTION TO COMMERCIAL WORK.

## Look Here, Advertisers!

You think LINCOLN, ILLS. a small town, don't you? But she has over 11,000 inhabitants, and you who have never advertised here would do well to do so. I am the only Commercial Bill Poster in city. I use no boys; regular men. Price, Bill Posting, 30 days, 5 cents per sheet. Distributing Circulars, \$2.00 per 1,000. All Boards lighted by night with electricity. Control all Poles, Street Cars in the City. Town licensed.

## Chas. C. Maxwell

Is my name. Treas. of Inter-State B. P. A. of U. S. and Can.

S PICY bicycle daily. All-the-Go, Boston. 1c a day. Try it 10, 30 or 90 days.











# ST. LOUIS, MO.

Cover it completely by recourse to the

Billboards, Bulletin Boards and Mural Signs

... OF THE ...

# Huiest-Stout Sign Co.

City Bill Posters, St. Louis, Mo.

Members of the Inter-State Bill Posters' Protective Association.

## H. H. BEALE,

Licensed Bill Poster and Distributor,

Best of References. **Baton Rouge, La.**

Owning fine boards and best locations in city.  
Honest work, and clean Thirty Days' showing.

### VICTOR JANNEY'S DEPARTMENT OF PUBLICITY.

Bill Posting, Card and Sign Tacking and Distributing in Marshall,  
Martinsville and Casey.

Our Maine Street is the Great National Road built by the Government and extends from Cumberland, Maryland to Montgomery City, Mo. It has more transient travel than any road in the world.

**MARSHALL, - - ILLINOIS.**

### Poff's Advertising Service,

BILL POSTING, DISTRIBUTING, CARD TACKING  
And General Out-Door

## ADVERTISING.

A. M. POFF, Mgr. LAWRENCE, KAS.

Bonded Member Inter State Bill Posters' Protective Association.

## Fred S. Schaefer

BILL POSTER,  
DISTRIBUTOR,  
SIGN TACKLING.

TOTAL POPULATION 25,000.

### CIRCUIT BILL POSTER,

Only Bill Poster in Marshall and Putnam Counties.

SATISFACTION  
GUARANTEED.

## HENRY, ILL.

Bonded Member Inter-State Bill Posters' Protective Association.

Reference Furnished.

Sign and Show Cards Tacked.

## W. E. PATTON,

The Only Bill Poster and Circular Distributor,

In **CORINTH, MISS.** or near.

POPULATION, Alcorn County, 15000; City, 2700.

I will place all kinds of Advertising Matter into the hands of the Buying Class.

... THE ...

## Greve Lithographing Co.

**MILWAUKEE, WIS.**

Large Litho Poster Work our specialty.

Write for Catalogue and Estimates.

It was our intention to publish a list of the names of those who will attend the Inter-State Bill Posters' Convention at Chicago. We held it until the last moment in order to have it as complete as possible, but it with much other matter is crowded out by the extraordinary and unexpected demand for space by advertisers. At this writing, noon, June 29th, one hundred and seventeen members have advised us they will attend. We predict the Inter-State Convention will have the largest attendance of bill posters that has ever assembled in this or any other country, in the history of the craft.

# Billboards

3,164 Running Feet.  
26 24-sheet Stands.  
24 6-sheet Stands.  
32 3-sheet Stands.  
400 1-sheet Boards.

Owned and controlled by the Hustling

## JOSEPH E. GIRARD,

Licensed Bill Poster and Distributor of

Population 60,000.

## ERIE, PA.

- \* I absolutely control the very best locations in the city. Prices right and honest work my motto. A HORSE \*
- \* AND CART OR CARRIAGE at the disposal of Agents, Contractors or Inspectors at any time. CALL ON \*
- \* ME; LET'S GET ACQUAINTED. Correspondence Solicited. Work Guaranteed. . . . . \*

Member of the Inter-State B. P. A.

OFFICE, WONDERLAND BUILDING.

### ELLIS N. SPARROW,

1010 N. 7th STREET.

Bill Poster & General Advertiser,  
VINCENNES, IND.

Send on your samples, they will reach the houses as soon as received.  
I use good paste, and paper always stays up till time runs out. My prices are up to the times. Member Inter-State.

EFFINGHAM, ILL.

POPULATION 6,000

ALL THE BILLBOARDS IN

### EFFINGHAM, ILL.

ARE OWNED AND CONTROLLED BY

### WARREN & AUSTIN.

MEMBERS INTER-STATE B. P. P. ASS'N.

### Appleton, Wis.

### S. H. H. Barnhart,

- \* City
- \* Bill
- \* Poster.

730 Hancock St., Appleton, Wis.  
Inter-State Member.

### TROY, N. Y.

Also West Troy,  
Watervliet,  
Lansingburgh and  
Green Island.

— TO —  
MRS. M. E. DUNDON,

CITY BILL POSTER AND DISTRIBUTOR,  
No. 114 Fourth Street, TROY, N. Y.

ESTABLISHED 1869.

Member of Inter-State Bill Posters' Association.



### CHAS. W. STUTESMAN,

PERU, INDIANA.

— LICENSED CITY —  
Bill Poster and Distributor

Estimates and Lists of Boards Furnished on Application.  
Member Inter-State Bill Posters' Association.

### J. A. Muldoon

City Bill Poster.

Inter-State Member.

### Eastport,

### Maine.

List of Boards and Towns on Application.

**Joseph H. Martin,**  
City Bill Poster and Distributor,  
**Beatrice, Neb.**

**R. R. GARVER,**  
BILL • POSTER • AND • DISTRIBUTOR,  
**NEW HAMPTON, IA.**  
POPULATION 2284.

Best country on earth for advertisers. Own all boards in the city and surrounding.

Right in the center of West Florida, the Pan Handle of the State, is DE FUNIAK SPRINGS. **STORRS, the Printer**, he is there, and can cover West Florida in any manner, either through its papers, on its billboards, or through its mails. Prices are right. Write him.

**Storrs, the Printer**  
De Funiak Springs, Wis.  
(Site of the Southern Chautauqua.)

Capacity 80,000 Square Feet.  
Pop., city and Suburbs, 100,000

LICENSED BILL POSTERS  
DISTRIBUTORS & TACKERS.

**Van Beuren Co.**

43 Gayoso Street, MEMPHIS, TENN.

DANBURY, CONN. Population 22,000.

**F. A. SHEAR,**  
City Bill Poster.

2000 running feet of Boards in the city, also bill suburbs, Bethel, Ridgefield, Newtown.

**W. S. NUGENT,**  
Bill Poster and Distributor.

Do my own work. Good Boards, all located on principal streets. Population over 5,000. Two big saw mills, cigar factory, two railroad shops, four railroads entering the town, and several daily lines of steamboats, besides a good bank. Several machine shops, blacksmith shops, wagon shops, etc.

**Palatka, Fla.**

**Mauberret's Printing House, Limited**

Printing **Posters** in ALL its Branches. Work THE FINEST Prices THE LOWEST.

all sizes all styles.

526 to 532 Poydras Street, NEW ORLEANS.

Engraving

LATEST ADVERTISING NOVELTIES.

**Binghampton Bill Posting Co.**

Out-Door Display Advertising and Distributing.

Control Best Locations in Binghampton, Lestershire and Union. Sample Posters for All Kinds of Business. Estimates Furnished. Publisher Bijou Theatre Programms. Long Distance Telephone.

P. M. COOLEY, Office Bijou Theatre, Binghampton, N. Y.

**BELLE PLAINE, IA.**  
Population 3,500.

**J. M. Moore,**  
Bill Poster and Distributor.

Six other towns. No Boys. No Bills thrown away. Inter State Prices.

P. O. BOX 273.

**Geo. Knox, Meadville, Pa.**  
CITY BILL POSTER & DISTRIBUTOR.  
Good Town. Good Service.

**L. C. REVARE,**  
Manager MERCHANTS OPERA HOUSE,  
AND  
City Bill Poster DISTRIBUTOR  
Own and control over 1,000 feet Billboards in the heart of the city. Satisfaction Guaranteed. Population 10,270.  
**CORSICANA, TEX.**

**MELOY'S** Distributing Agency. . .

Prices range from \$1.50 to \$3 per M, according to size.

**WM. M. MELOY,**  
BOX 49.  
**CARLISLE, PA.**

C. B. WAGNER, Mgr.

Mention this paper.

HONEST WORK.  
HONEST PRICES.  
HONEST PEOPLE.

DON'T FORGET TO LIST

**NEWPORT NEWS**

The great southern seaport where so many of Uncle Sam's Warships are built. Population 15,000

**NEWPORT NEWS BILL POSTING & ADVERTIS'G CO**  
JAS. J. WARD, Mgr. Newport News, Va.

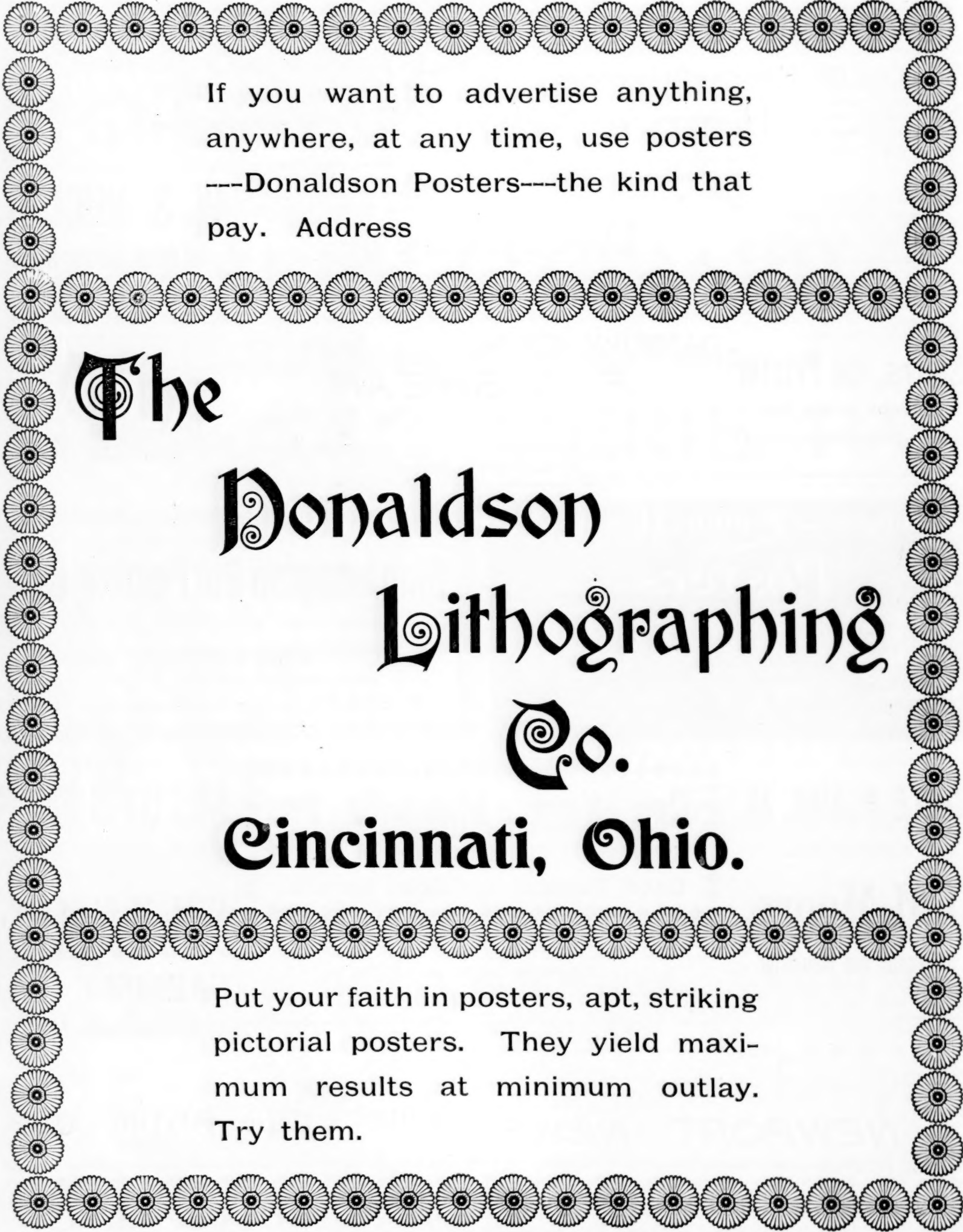
ESTABLISHED 1893.

**YOUNG'S BILL POSTING CO.**

We are in the business to serve you in the line of Bill Posting, Distributing and General Out-Door Advertising. We make all kinds of Out-Door Signs Show Cards, etc. Write for Price List and Samples. Address T. M. YOUNG, Mgr.

**MANNING, S. C.**

N. B.—We handle Commercial Posters.



If you want to advertise anything,  
anywhere, at any time, use posters  
---Donaldson Posters---the kind that  
pay. Address

The

Donaldson

Lithographing

Co.

Cincinnati, Ohio.

Put your faith in posters, apt, striking  
pictorial posters. They yield maxi-  
mum results at minimum outlay.  
Try them.

## OUR NEW BOARDS

Prominently located on corners, under electric lights and along Electric Railway, are bound to give best results.

**D. C. Benjamin, The City Bill Poster**

Box 57.

**WINDSOR, ONT.**

Established in 1876, "and still at it."

# HENRY HERFF,

City Bill Poster and Distributor.

Lock Box 187.

**WABASH, IND.**

Member of the Inter-State.

## O. A. COLE,

Bill Poster



—AND—



Distributor.

Stevens Point, Wis.

Population, 10,000.

Member Inter-State B. P. P. Association.

W. S. YOUNG,  
Insurance.

W. S. YOUNG,  
Loan & Real Estate

## W. S. YOUNG,

Reliable Bill Poster,  
ONLY ONE IN TOWN.

The fact that I own and manage the Opera House, Billboards, and several other ventures, should be sufficient guarantee that your bills will have prompt and careful attention. Try me and be convinced.

Member of Inter-State.

## Farmer City, Ill.

## "The Bill Poster"

The English counterpart of *Billboard Advertising* Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O

# INDISPENSIBLE!

**HAVE  
YOU  
SEEN**

### The Correspondent Route Book

The Ideal Book for Managers of Road Attractions.  
Coat Pocket Size, 3 1/2 x 5 1/2 inches. One Hundred Pages.  
Beginning April 5, '96 to July 31, '97.  
It will be found the most complete and comprehensive work of the kind ever issued.

### The Correspondent Date Book

FOR HOUSE MANAGERS.  
Coat Pocket Size, 3 1/2 x 5 1/2 inches. 132 Pages.  
Beginning July 5, '96 to July 31, '97.  
Specially adapted to the needs of Local Managers.

### The Correspondent Vest Pocket Date Book,

For Managers of Opera Houses, or Road Attractions.  
Vest Pocket Size, 2 1/2 x 6 inches. Eighty Pages.  
Beginning April 1, '96 to May 31, '98.  
This book is printed on fine grade of linen paper, accurately ruled, strongly bound, and is the most complete vest pocket date book on the market.

Advance Sheets and Price List Mailed on Application to

## Correspondent Show Printing House,

J. BONI. HEMSTECER, Manager.

114 to 124 East High St., PIQUA, O.

Sault Ste. Marie,  
MICH.

G.G. Scranton  
City Bill Poster,

Good Work. Good Boards.

## Henry Werner,

CITY BILL POSTER,  
WINONA, MINN.

Population 25,000.

3,000 Feet of Boards.

Member of Inter-State Association.

## E. R. HAWLEY,

LICENSED

BILL POSTER, DISTRIBUTOR and GENERAL ADVERTISER,  
SIOUX CITY, IOWA.

Three-Fourths of the Consumers Live in Small Towns

POPULATION 7,000. **MAYSVILLE, KY.** MOSEN COUNTY.

A LEADER IN THE STATE.

We can post without waste: 100 one-sheets, 20 three-sheets, 5 stands 7x4 or 12x4.  
Price 4c. 30 days showing and it means 30 days.

**JOHN D. TAYLOR, BILL POSTER.**

## Notice to Advertisers:

If you DON'T want your Posters put up in good shape, on good boards, and in good places, where they will do you some good, DON'T send them to the Hustling Bill Poster,

**E. S. Carpenter, Danielson, Conn.**

SEND YOUR

Bill Posting and Distributing  
—TO—  
**W. P. BAXTER,**  
**RICHMOND, KY.**

# Red Wing, Min.

Population 9,000.

# W. M. Cline,

City Bill Poster  
And Distributor.

Own and control all billboards and dead walls. Member Inter-State B. P. A.

500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address  
**J. T. LUMPKINS, NEVA, VA.**

## NOTICE:

{ SHEBOYGAN, WIS.,  
JULY 1st, 1896.

In the name of The Kempf Bill Posting Co., you are hereby notified that this town is ready to be billed, and you should send your Posting, Distributing, Tacking, etc. at once. We guarantee prompt and honest service. Population 21,130. Billboards, 2,000 running feet. Special, 8-sheet, 6-sheet, 3-sheet and 1-sheet boards. Have our own steam boiler and paste mixer. Two posting rounds made daily. Covered wagon for distributing.

Yours fraternally,

**THE KEMPF BILL POSTING CO.**  
**SHEBOYGAN, WIS.**

N. B.—Members of Inter-State.

# Brantford, Can.

What's the matter with us? We're all right, and ought to be on your list. Summer Resort. Population 17,000. Excursions every day. C. M. SMITH & CO. cover the ground. Up-to-date out-door advertisers in paint or paper. 20,000 feet of space, and more coming. Write us quick.

# C. M. Smith & Co.

## The Ensign Advertising Agency, NORTHFIELD, MINN.

Good Locations. Good Boards. Good Service.  
Country Routes on our own Boards.  
We Post Farmington and Cannon Falls.

# The Enquirer's Job Printing Co. Cin. O.

THEATRICAL

DESIGNERS,  
LITHOGRAPHERS  
AND GENERAL  
JOB PRINTERS.

\*  
Poster  
Work  
Our  
Specialty  
\*

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

# J. E. McMAHON,



City Bill Poster and Distributor,  
**PAWTUCKET, R. I.**

Central Falls, Lonsdale Valley Falls and Saylesville, Ashton and Berkley.  
Population in all Cities, 82,000. Capacity: Posting, 3,000 Sheets. Distributing, 18,000.  
Member of the Inter-State Bill Posters' Protective Association.

ESTABLISHED 1889.

# VANSYCKLE AD. CO.

ARE THE ONLY RELIABLE

Distributors and Sign Tackers,

—IN—  
**INDIANAPOLIS, IND.**

So. Ill. St.  
Opp. Grand Hotel

# C. Frank Trott,

For All Kinds of Advertising,  
**Bill Posting,  
Distributing,  
Card Tacking**

Owner and Manager of all Billboards in the city. WORK GUARANTEED.  
Population 5,000.  
Ft. Riley only 3 Miles. 800 men stationed.

**C. Frank Trott,**  
CITY BILL POSTER,  
Junction City, Kas.

# A. M. Keller & Co.

JACKSONVILLE, FLA.

City Bill Posters  
And Distributors.

General Advertising Contractors for the State of Florida.  
We try to give all our patrons the very best of satisfaction.

GIVE US A TRIAL.

# MATTAPAN, BOSTON, MASS.

ADVERTISERS SEND WORK TO  
**DAN'L L. CUSHING, 108 River st.**  
Distributor and General Advertiser.

POPULATION, **40,000.**

**Springfield, Ills.**

# W. J. HORN,

CITY BILL POSTER,  
Distributor & Sign Advertiser.

I do advertising in all surrounding towns within a radius of 25 miles. Your order solicited. All work guaranteed. Reference furnished upon application. Can post 4,000 sheets alone in the city.

Plenty of Space. Good Locations.



THE LEADING SHOW PRINTERS  
(LITHOGRAPHIC OR BLOCK)  
IN THE UNITED STATES USE

# THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI  
NEW YORK  
CHICAGO



## MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind. apl-3t

*If you wish to let people know you  
Are alive, you must advertise.*

S. V. DELONG. GEO. W. BIEDERMAN

## Stone City Bill Posting Co.

City Bill Posters  
AND  
Distributors.

303 North Joliet Street,  
Joliet, Ills.

Members Inter-State Bill Posters' Association.

Bill Posting.  
Sign Advertising.  
Distributing.  
150,000 Square Feet of  
Billboards.

## KANSAS Bill Posting Co.

LEAVENWORTH, KAS. WICHITA, KAS.  
TOPEKA, KAS. ST. JOSEPH, MO.

We own and control  
all the Principal and  
Best Boards in . . .

We Paint all kinds of  
Bulletin, Barn and  
Fence Signs and Guar-  
antee same for one  
year.

And Do Work in all  
Intermediate Towns.

GENERAL OFFICE,  
TOPEKA, KAS.  
L. M. CRAWFORD, Mgr.

WHY NOT  
Increase Your Trade?  
All our Posting, Sign  
Painting, Distributing,  
Sampling and Tacking  
done by special men  
who are trustworthy  
and experts in their  
line.

WE GUARANTEE  
75,000  
READERS DAILY.  
Write for Estimates  
and Prices.

Member of the Inter-State Bill Posters' Protective Association.

## O. J. JOHNSON, GENERAL

### Outdoor Advertising

I post what you pay for. You  
get a showing for your money  
when you bill . . .

## Galesburg, Ills.

My boards are all new built of  
matched lumber. All billboards  
are located on car lines, principal  
streets and drives. Illuminated  
by electric light.

O. J. JOHNSON,  
Population 21,500. City Bill Poster  
Member of the Inter-State.

## Spencer Bill Posting Co.

E. DOCKSTADER, Manager.

WE NEVER SLEEP.

### Bill Posters and Distributors.

Only Advertising Company in Rock Co.  
Members I. S. B. P. A. and I. A. of D.

## JANESVILLE, WIS.

## W. C. TIEDE,

Licensed  
City Bill Poster.

DISTRIBUTOR  
and GENERAL ADVERTISERS.

Office and Residence,  
No. 325 Main Street,  
RACINE, WIS.

Population 24,896.  
Member of the Inter-State Bill Posters' Association.

## Pecan Valley Bill Posting Co.

AND  
General Advertising Distributors

Theatrical and Circus  
Bill Posters,

HIRAM H. THOMAS, Manager.  
Members Inter-State B. P. A.

## Brownwood, Tex.

P. O. Box 406.

## Charleston

W. VA.

And Six adjoining towns

## E. H. Carwithen

Bill Posting and Distributing.  
2000 Feet of Boards.

200 litho boards. 25 3-shs. 10 6-shs.  
Member I-S. B. P. A.

ESTABLISHED 1864.

## ALBERT WEBER,

Licensed Bill Poster and Distributor,

My reference is my work, which speaks louder than words.

613 Commercial Place,  
NEW ORLEANS, LA.  
Member Inter-State Bill Poster' Prot. Ass'n.



If you want to post

# CHICAGO

Send your paper to the

## CHICAGO BILL POSTING CO.,

### 395 West Harrison St., Chicago, Ills.

Who own and control all the most prominent  
Boards, Hoardings, Posting Stations and points  
of vantage in the city of Chicago. . . . .

## RICHARD WAHLER

City Bill Poster and Distributor.

SIGNS, Circulars, Snipes,  
Pamphlets, Booklets,

All kinds of advertising a specialty.

Member Inter-State B. P. A.

Own and Control ALL the Boards.

CAPACITY:

10 Large Stands.	} 5c. 30 Days.
20 8-sheet Stands	
30 3-sheet Stands	
200 1-sheet Stands	Listed, Protected, Renewed, Guaranteed.

### FREEPORT, ILL.

## Old Colony Bill Posting Co.

THE INTER-STATE BILL POSTERS OF

### PROVIDENCE, R. I.

The Second Largest City in New England.

### Our Work Shows For Itself.

## H. H. Tyner,

City

Bill

Poster,

### Springfield

### Ohio.

No Office Complete Without It.

# Business

A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free.

**KITTREDGE COMPANY, Publishers**  
13 Astor Place, NEW YORK.

**B. T. ROBINSON,**  
**City Bill Poster,**  
**CLIFTON FORGE, VA.**

Correspondence Solicited.

When you write, mention *Billboard Advertising*.



## Unmasked-for Praise.

W. Chandler Stewart,  
ADVERTISEMENT WRITER,  
4118 Parkside Ave.,  
PHILADELPHIA

"You certainly have an excellent knack of putting things in a catchy and forcible way."—H. C. Lippincott, Manager of Agencies, Penn Mutual Life Insurance Co.

"We know your work well enough to commend it in the highest possible terms."—"The Medical World."

"We have received quite a number of advertisements from different ad writers, but can unhesitatingly say that yours is the best we have received."—Keating Wheel Co.

"We are in receipt of cuts and copy for five new advertisements, as ordered. The same seem to have been prepared with care, and are very satisfactory. We herewith inclose check for a new order of six more of your original advertisements."—Dow & Pinkham, Fire Insurance.

"We have received work from a good many ad-smiths, but you seem to catch on to our requirements better than any of them."—Guymon & Son, Dep't Store.

"That Columbus Blotter you wrote for us ten months ago is pulling yet."—Barney & Co., Printers.

"Mr. Stewart has a correct idea of what constitutes advertising, and is gifted with the faculty of appealing to the business sense forcibly and clearly."—"The Inland Printer."

"I like your work."—Gunfenger & Bro., Dry Goods.

"The ads and cuts came duly to hand, and I am very well pleased with them. I like the wording and display, and I think they hit the most important points square on the head."—H. W. Oliver, Bookseller and Stationer.

"My Book, by Me," is the title of a little book just issued by W. Chandler Stewart. The cover is printed in colors, and is illustrated by a fat bellman of ye olden time vigorously ringing the bell of publicity. Mr. Stewart has wisely departed from the usual custom, and has used very little space in telling what he can do, and a great deal of space in showing what he has done; a large part of the booklet being devoted to reproduction of high-class ads he has written for people in all parts of the country."—Editor of "Brains."

"I am pleased with the ads you wrote for us, and I am gratified to know you don't want the earth for your services."—Rob't C. White Commission Co., Kansas City Stock Yards.

"We like your ads very much."—Fort Worth Pharmacy Co.

"Our record for business in 1895 was away ahead of anything in the State of Kansas for the size of the town. Our business was simply phenomenal."—Jos. F. Nicely, Dep't Store.



## Printer's Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

R-I-P-A-N-S

—

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.

ONE GIVES RELIEF.

When you write, mention *Billboard Advertising*.

# Burnitt

BILL POSTER AND SIGN ADVERTISER

ARDMORE IND. TER. POP. 6500.

ONLY TO GIVE US A SHOWING FOR INTELLIGENCE AND HONESTY.

WE REALLY WANT YOUR WORK: WILL TRULY DO IT RIGHT:

A NEW AND GROWING COUNTRY. A VIRGIN SOIL FOR ADVERTISERS.

Designer of DESCRIPTIVE Posters

WRITE FOR PRICES

# The Marion

ADVERTISING CO.

LICENSED BILL POSTERS.  
General Distributing Agents

Bill Posting of Every Description.  
Own and control all the billboards.  
Many valuable additions recently.

Metallic and Glass Sign Novelties.

CEO. MANN, Mgr.

# Marion, O.

Inter-State Bill Posters' Pro. Ass'n.

**SHOW PRINTING.**

**DATES BEST AND CHEAPEST 3-SHEETS**  
... ON EARTH. ...

**P. B. HABER PRINTING HOUSE,**  
FON DU LAC, WIS.  
INTER-STATE BILL POSTER, TOO.

**Cadwell F. Mevis, Waukesha,**  
WISCONSIN.  
**CITY BILL POSTER,**  
Posting, Distributing, Card and Sign Tacking, Window Work.  
Proper Attention Given to ALL Mail Orders.  
**638 MAIN STREET, WAUKESHA, WIS.**  
Inter-State Bill Posters' Pro. Ass'n.

**J. D. LAWE,**  
City Bill Poster  
AND  
Distributor,

Owens and controls all Bill Boards and Advertising Space in the City.

Population 8,000.

# KAUKANNA, WIS.

Member of Inter-State.



# City Bill Posting Co.

**W. H. EVANS,**  
City Bill Poster.

LICENSED. .. UP-TO-DATE **BILL POSTERS,**

GENERAL OUT-DOOR ... **DISTRIBUTORS.**  
**ADVERTISERS.**

113 East Main St. **Marshalltown, Iowa.**

MEMBERS OF INTER-STATE BILL POSTERS PROTECTIVE ASSOCIATION.



**Pana, Ills.**  
8,000 Population.

# ROLEY

Does the Bill Posting,  
Owns the Boards,  
Will distribute at Inter-State rates,  
Is Secretary of the Fair.

Box 66.

# LOU ROLEY.

Member of Inter-State B. P. P. A.

<b>STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE</b>		<b>Competent</b> MEN.	<b>Reliable</b> MEN.	<b>Honest</b> MEN.	<b>Sober</b> MEN.	<b>Experienced</b> MEN.
A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results.						
Circulars \$1.50 per 1000	Folders \$1.75 per 1000	Booklets \$2.00 per 1000	Almanacs \$2.00 per 1000	Samples	Address: . . . . . <b>W. H. STEINBRENNER,</b> 811 Vine Street, . . . . . CINCINNATI, O.	

**Charlottesville, Va.**  
Population 12,000.

# J. Rinaldo Cox,

Licensed City Bill Poster,

Owens and controls all Billboards and Walls in the city and vicinity.

Distributing and Tacking a Specialty.

**A. E. BENTLEY,**

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.  
A. E. Bentley, GUTHRIE, OKLA.

**BURNITT** Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block streamers and Stock Letters.  
Office, Donaldson Litho. Building, CINCINNATI, O.

**HAVE YOU COVERED Our CIRCUIT?**  
PATTERSON, 100,000 And NUTLEY,  
PASSAIC, 20,000 WALLINGFORD  
RUTHERFORD, 7,000 CARLSTADT,  
GARFIELD, 2,000 FRANKLIN,  
CLIFTON, 1,500 DELAWARE,  
LODI.

The service is perfect. Results will be satisfactory. Send on work for Distribution. Write to  
**PASSAIC ADVERTISING CO.**  
PASSAIC, N. J.

**TRENTON, NEW JERSEY.**  
**The Trenton Bill Posting Co.**  
Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.  
WM. R. WILLIAMSON, Manager.

1000 Circulars, size 9x12 or smaller mailed in ten days for \$1. 100, 10c. silver. Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address  
**J. T. LUMPKINS, NEVA, VA.**

**The Advertising Novelty Co.** 32-34-36 E. Third St. CINCINNATI, O.  
W. D. HENDERSON, JR., Prop'r.  
Manufacturers and dealers in everything for Advertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, thermometers, folders, hangers and clocks.

**EVERY BILL POSTER  
WANTS AND NEEDS  
ADVERTISER**

**PROFITABLE  
ADVERTISING**

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send for sample copy.

**KATE E. GRISWOLD,**  
Editor and Publisher.

13 School Street, BOSTON MASS.

**SIDNEY, OHIO, C. P. ROGERS  
CITY BILL POSTER.**

Owns and controls all billboards and dead walls in the city.  
Also DISTRIBUTING carefully attended to.

1869 Taunton Bill Posting Co. 1896

**BILL POSTERS & DISTRIBUTORS,**

Best Boards. Best Stock. Best Workmen

A. B. WHITE, Mgr. and Treas.

Office, 45 Cohannett St., Taunton, Mass.

**THE STAR**  
COIL SPRING SHAFT SUPPORT  
AND ANTI-RATTLER.  
SELLS AT RIGHT!  
GET THE BEST!  
That setting always gives satisfaction. No weight on beam. Watch how the coil for screws & lams in hitching up. Approx wanted. Send stamp for circular. Price, \$1.50. State rights for sale.  
**THE DECATUR SHAFT SUPPORT CO.**  
Decatur, Ill.

**THE GREAT AMERICAN ENGRAVING & PRINTING CO.**

INCORPORATED—Established in 1857. Capital, \$50,000. Surplus, \$10,000.  
This plant is entirely paid for, there is no porous or other plaster on it.  
T. R. DAWLEY, all know him, he has been around this corner 40 years, Pres. & Manager.  
G. S. TAYLOR, Secretary and Treasurer.  
JAMES H. GARVEY, a rusher, Supt.  
R. E. ROYLANCI, another rusher, Supt. & Superintendent of Engraving Works.  
L. D. TOMSONIE, Chief Artist and Superintendent of Drawing Department.

RECENTLY REFITTED WITH NEW AND MODERN  
TYPE  
AND LATEST IMPROVED NEW PRESSES.  
NOT HOW CHEAP, BUT  
**How Good!**  
PRICES  
**Must be Right.**  
Running Night and Day when Required.

**J. T. ELMORE & CO.**  
BILL POSTERS,  
76 MADISON ST. CHICAGO.

By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

**Bill Posters!**



You who have posted "Big Four" on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 21st, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

**E. O. McCORMICK,**  
Passenger Traffic Manager.

**D. B. MARTIN,**  
General Passenger and Tkt. Ag.

**BILL POSTERS' PASTE BRUSHES.**

The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

**The "Nonpareil"**

No good brush is cheaper than this brush.

**PRICES.**

8 Inch,	-	\$2.25 Each
9 "	-	\$2.75 "
10 "	-	\$3.00 "



**The "Unexcelled"**

No good brush is better than this brush.

**PRICES**

8 Inch,	-	\$2.75 Each
9 "	-	\$3.00 "
10 "	-	\$3.25 "

**THE DONALDSON LITHOGRAPHING CO.**  
CINCINNATI, OHIO.

**It Costs Nothing!**

*Handwritten signature: Frank D. Rhodes*

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD ADVERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

**BILLBOARD ADVERTISING,**  
Cincinnati, O.

**The HUSTLER ADVERTISING CO.**

PRINTERS, POSTERS, MAILERS,  
AND DISTRIBUTORS.

24 North Miner Street, FT. WAYNE, IND.  
W. H. CASE, Manager.

Prompt Service by Reliable Men.

**DEAFNESS CURED**  
And NOISES IN HEAD entirely overcome by Peck's Pat. Impro'd TUBULAR EAR CUSHIONS. Whispers, Conversation and Music heard. Comfortable, Self-Adjusting and Useless. Successful when all other Remedies FAIL. Sold only by F. RISCOX, 253 Broadway, Cor. 14th, New York. CALL OR WRITE FOR ILLUSTRATED BOOK OF PROOFS, FREE. NO AGENTS.

**CHEW GOOD TOBACCO.**  
**SHAKESPEARE  
PLUG TOBACCO**  
CHAMPAGNE FLAVOR.  
Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.  
Sent by mail in neat paper boxes, 1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c.  
**IT'S AN ELEGANT CHEW.**  
**FALLS CITY TOBACCO WORKS,**  
117 & 119 Bullitt St., Louisville, Ky.



THE SECOND ANNUAL

# Convention

OF THE

INTER-  
STATE

# Bill Posters

Protective  
Association

Will be Held in the Club Rooms of the Leland House,

## Chicago, July 21-23.

ALL Bill Posters, Poster Printers, Advertising Agents and Contractors are cordially invited to attend AND PARTICIPATE in the proceedings and deliberations. . . . .

P. F. SCHAEFER, President,  
395 W. Harrison St., Chicago, Ills.

CLARENCE E. RONEY, Sec'y,  
Waukegan, Ills.

### Fort Wayne City Bill Posting Co.

CITY BILL POSTERS,  
DISTRIBUTING and  
ADVERTISING AGENTS.

Prompt and Proper Execution.

C. B. WOODWORTH, Manager,  
No. 1 Aveline House,

### Ft. Wayne, Ind.

## Novelty Signs.

### AGENTS WANTED.

To Sell Ready-Made Novelty Signs. 150 per cent. profit. Great Sellers, Catalogue Free. Samples, 10c.

## VAL. SCHREIER,

MANUFACTURER,

MILWAUKEE, WIS.

ALL WORK GUARANTEED

## PHILIP B. OLIVER,

Population of City, 23,000.

FOR REFERENCE.

- |                         |                             |
|-------------------------|-----------------------------|
| J. C. Firmin, Druggist. | McMannis & Hetrick, Grocery |
| S. A. Graves, Druggist. | C. D. Swalley, Dry Goods.   |
| M. A. Curtis, Grocery.  | Patterson & Son, Dry Goods. |
|                         | American National Bank.     |



### Licensed City Bill Poster and Distributor,

Has Over 3,000 Feet of Board. 75 Three-Sheets.

SPECIAL ATTENTION GIVEN TO COMMERCIAL WORK.

Office, 319 Cherry Street,

FINDLAY, OHIO.

PHONE 250.

# HENNEGAN & CO.

Printers of Fine Posters and High-Class  
Distributing Matter,

 **HAVE REMOVED TO** 

The Large and Commodious Missouri Building, at

## 719 and 721 Sycamore St. Cincinnati, Ohio,

Where, with Increased and Improved Facilities, we will hereafter be able to handle with dispatch and ease, our large and ever-growing volume of trade.

**Pictorial Posters,  
Descriptive Posters,  
Stands, Streamers,  
And Dates.**

Heralds, Couriers, Programmes, Calendars,  
Folders, Pamphlets, Almanacs, Booklets,

**OF EVERY DESCRIPTION.**

Remember the New Numbers,

### 719-721 Sycamore, near Eighth.

# 18 TOWNS

AROUND ABOUT AND INCLUDING

# WAUKEGAN, ILLS.

In each of which all the Boards and Dead Walls are Owned and Controlled by

# G. RUNEY & SONS,

BILL POSTERS AND DISTRIBUTORS.

Headquarters, WAUKEGAN, ILLS.

Members of the Inter-State Bill Posters' Association.

## L. P. CARD,

HARVARD, ILLS.

City Bill Poster,  
Advertising Sign Contractor  
And Distributor.

Bonded member Inter-state Bill Posters' Protective Association.

Any and all kinds of advertising done on honor. Fourteen hundred and ten square feet of boards, and will furnish more. Will refer to any bank in this city, Axtell's Bank and Harvard Bank. Boards used only for commercial work. Am 57 years of age, and a veteran of late war.

L. P. CARD

Justice of Peace and Notary Public.

## ELDER, JENKS & RABORG,



127 N. Fifth Street, Cor. Cherry,

'Excelsior'

Circus Paste

BILL POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

Will not come apart. Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.

Price \$30.00 per doz. \$3.25 Each.

Extra Extra for Circuses. \$40.00 per Doz. \$4.00 Each.

Sent C. O. D. to all parts of the Country

ELDER, JENKS & RABORG  
Brush Manufacturers

PHILADELPHIA.

## HARTER BROS.

Members Inter-State B. P. A.

City  
Bill  
Posters,

1,000 ft. of Wall

Also Managers Opera House.

## WABASH, IND.

Population 12,000.

Rushville, Ind.

Population 6,000.

## GRAND M. CARR,

Bill Poster, Distributor, Card and Tin Sign Tacker.

P. O. BOX 580.

Member of the Inter-State Bill Posters' Association.

## Push.

ARE YOU IN IT?

That's what make business a success — the more push, the greater the success—IF the push is in the right direction.

PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free sample copy.

PUSH PUBLISHING CO., Springfield, O.





**HARRY MUNSON,**

**. . . Bill Poster . . .**

*AND* —————

**General Advertiser,**

Offices: { 42 Duane Street, Telephone 136 Franklin  
          { 228 East 125th St.

**New York City.**

**"HOTES"**  
**NATIONAL ADV. SERVICE**

**CONTRACTOR FOR ALL CITIES & TOWNS  
THROUGHOUT THE UNITED STATES & CANADA  
OF BULLETIN, WALL, BARN AND FENCE**



**BILL POSTING, DISTRIBUTING  
& GENERAL OUT-DOOR ADVERTISING AGENTS**

**74 and 76 MADISON ST. CHICAGO. ☎ 3 PARK PLACE NEW-YORK**  
P.O. BOX 1164. ☎ P. O. BOX 2111. ☎